NEWSPAPER

AA A00001 ZZ99999 99999999
SAMPLE REPLACEMENT COPY
NOT FOR RESALE

Advertising Age

Crain's International Newspaper of Marketing • In Three Sections • Section 1 • $2.50 • $3.00 in Canada • £5.00 in U.K.

INSIDE

Advertising Age International
Premiere Issue
Ian Martin
GRAND METROPOLITAN:
A global giant on the move—Page I-1.
The largest agency networks in Europe, Asia & Latin America—Page I-4.

A new world view

In this issue of *Advertising Age*, we unveil a new supplement called *Advertising Age International*, focusing on news and trends in global marketing. You'll find it after Page 36.

If you would like to receive a free copy of *Advertising Age International* in future issues of *Ad Age*, fill in the form on Page I-32 and fax it to our subscription office.

Advertising Age International will be published six times this year. This week, the supplement is included in every copy of *Ad Age*, but after today it will only be sent to those who specifically request it.

LAST MINUTE NEWS

Berlin faces query on McKenzie

NEW YORK—Andy Berlin, the new president of DDB Needham Worldwide's office here, will be served with a subpoena this week regarding his relationship with the marketer of St. Ides malt liquor, attorney Russell Smith said. The rap group Public Enemy and lead singer Chuck D filed suit in U.S. District Court here last year against McKenzie River Co., alleging Chuck D's voice was used in a radio spot and promotional tape without permission. Mr. Berlin had been named in the suit because he was a McKenzie board member, but was dropped from the action when the marketer assured attorneys he wasn't involved in the spot in question and wasn't a McKenzie principal. Mr. Smith, the attorney for Public Enemy, said the subpoena was requested due to a report Mr. Berlin maintains an ownership interest in McKenzie. His previous agency, Goodby, Berlin & Silverstein, San Francisco, helped create earlier ads for McKenzie. McKenzie officials said Mr. Berlin had an option on shares that was bought out last year and was dropped from the board in December. Mr. Berlin said he has no involvement now with the brewer's ads; he recently received a new option to buy shares.

Palmolive sets new detergent

NEW YORK—Colgate-Palmolive in June will roll out Palmolive Sensitive Skin, believed to be the first light-duty detergent of

(Continued on Page 8)

Hearst, Lauren at work on lifestyle magazine

By Scott Donaton and Pat Sloan

NEW YORK—Hearst Magazines and designer Ralph Lauren are negotiating to jointly launch an upscale consumer magazine that insiders think will revolve around the "lifestyle of the Ralph Lauren look."

Hearst is also working on a celebrity magazine prototype being developed by Gael Love, former editor of Hearst's now defunct *Connoisseur*. The celebrity magazine, *Hello*, was described as a cross between *Vanity Fair* and *People*, modeled after Britain's *The Tatler*.

Hearst Magazines President D. Claeys Bahrenburg has been strongly involved in the two projects, and at least one Hearst executive said that's created tensions between Mr. Bahrenburg and John Mack Carter, Hearst's director of magazine development.

Hearst confirmed it's talking to Mr. Lauren about a magazine concept, but details are being kept under tight wraps. Company officials said the project is moving forward, but there are no firm plans to test the magazine.

One executive familiar with the project indicated the magazine might not be tested for at least a year.

Mr. Lauren's organization de-

(Continued on Page 54)

Doug Goodman

Ralph Lauren

Doug Goodman

At *Advertising Age's* Best Awards Show: Frank DeVito, Lintas:Worldwide vice chairman; Steve DeSantis of GGK International; film critics Roger Ebert and Gene Siskel; and Dan Wieden of Wieden & Kennedy.

From London to Oregon, advertising stars gather

By Scott Donaton

NEW YORK—It was a night of firsts for *Advertising Age's* seventh annual Best Awards Show.

It was the first time the show was held in New York, the first time agencies outside the U.S. were eligible for the creative awards and, consequently, the first time an overseas-based agency and client walked away with the top prize.

Some 300 guests were on hand at Manhattan's Hudson Theatre as film critics Gene Siskel and Roger Ebert presented the U.K.'s SELSE + Consortium and agency GGK London with the prize for Best TV Commercial of 1991.

The group of utilities companies won the award for its "Pablo" and "Terry" spots, featuring humorous interviews with animated animals about "creature comforts."

"Given the competition, it's a tremendous honor to be named the best of the best," said Steve DeSantis, account supervisor for GGK International, who accepted the award on behalf of the agency's London office.

"I wish all commercials were as good as the commercials that win these competitions," Mr. Ebert told *Advertising Age*.

Speaking of the trend toward animation, he said the technique is "terrific" because it "gives you freedom

(Continued on Page 56)

Advertising Age The Best Awards 1991

■ Who won The Best Awards in every category—Page 20.

Hungry shops still hoping to snare AmEx

As Chiat's ads get some 'fine-tuning,' Ogilvy, Y&R wait

By Gary Levin

NEW YORK—When American Express Co. gave creative for its core charge-card business to Chiat/Day/Mojo last November, many agencies—including incumbent Ogilvy & Mather—said the relationship wouldn't last.

Nearly six months later, the client and agency are still together, and AmEx is said to be supportive. But O&M and Young & Rubicam continue to believe the $60 million account is destined to leave Chiat.

They see signs that give them hope. And the biggest is what they and others in the industry perceive as a flawed Chiat campaign.

Chiat's work, which features the AmEx card as a larger-than-life icon, is meant to appeal to current cardmembers, who the company hopes will use its cards more often while shunning Visa and others. But it's not always working that way.

An interview with VP-Consumer Advertising Joan Bonnette in a company publication this month reveals that AmEx has been less successful than planned at preventing current customers from turning in their cards and in finding new customers—an objective although a less specific one.

Also, while some of the executions are working—including one with a larger-than-expected dinner meeting and another with a sandtrapped golf course—others are not.

She said AmEx dumped a 1980s-style spot suggesting cardmembers have the freedom to buy anything, including a baseball mitt for a dog, specifically because prospective customers liked it but current cus-

(Continued on Page 56)

NEWS SUMMARY

- **Hearst Magazines** and designer Ralph Lauren are negotiating to launch a consumer magazine. **1**
- **American Express** and Chiat/Day/Mojo are "fine-tuning" their charge card ads, but other shops are circling. **1**
- **GGK London** and client SELSE + Consortium won *Advertising Age's* Best TV Commercial of 1991 competition. **1**
- **Election TV spots** for a congressional candidate showing dead fetuses can't be barred under federal election rules. **3**
- **Census Bureau** data show families are back in vogue, but many are non-traditional groupings. **3**
- **'International Express,'** a weekly British tabloid, will launch a U.S. edition next month. **3**
- **Everyday low pricing** is a hot topic but also a concept that defies precise definition. **4**
- **Wal-Mart** is expanding its private-label line. **4**
- **Ford and General Motors** are trying to win back import buyers with stepped-up regional ad efforts. **4**
- **Camel cigarette ads** are effective in reaching young people, a new survey of students shows. **12**
- **Out-of-home TV** viewing will be tracked in a Nielsen study backed by the Network Television Association. **40**
- **Sunday magazines** *Parade* and *USA Weekend* are outperforming the industry with ad page and revenue gains. **47**
- **Alamo** lowered its car rental prices in an attempt to benefit from publicity surrounding recent airline fare reductions. **53**
- **Western Union** added money orders to its growing list of financial services to replace the telegram business. **54**
- **Free TV time** for political candidates is promoted by some, but the outlook for passage of legislation is dim. **57**

COMPANY INDEX

The following marketers, media and ad agencies received significant mentions in this issue of *Advertising Age*. (This list excludes Last Minute News, For the Record and other news briefs.)

ABC	16, 40	IBM Corp	37
Alamo Rent A Car	53	"International Express"	3
American Chicle Group	50	Kmart Corp	8-1
American Express Co	1	Kraft General Foods	4, 8-10
"American Health"	51	Martin/Williams	57
Apple Computer	37	McCann-Erickson	46
Brown-Forman Beverage Co	10	Members Only	17
Campbell Soup Co	8-10	Philip Morris USA	12
Carlisle Plastics	57	NBC	16, 40
Carolina Beverage Co	53	Nielsen Media Research	40
CBS	16, 40	Ogilvy & Mather	1
Chiat/Day/Mojo	1	Packard Bell	37
Coca-Cola Nestle Refreshments Co	47	"Parade"	47
Coca-Cola USA	2	Penton Publishing Co	51
Colgate-Palmolive Co	4	Planters LifeSavers Co	50
Compaq Computer Corp	37	Price Club	8-1
Centadina	8-10	Procter & Gamble Co	4
Cox Enterprises	37	Quaker Oats Co	2, 4
Del Monte Foods	46	Reader's Digest Association	51
Dell Computer Corp	37	R.J. Reynolds Tobacco Co	12
"The Economist"	37	Sony Corp. of America	53
Ford Motor Co	4	Trone Advertising	3
Fox Broadcasting Co	16	"USA Weekend"	47
Frito-Lay	53, 8-2	Wal-Mart Stores	4, 8-1
General Foods USA	2	Western Union Financial Services	54
General Motors Corp	2, 4	Wm. Wrigley Jr. Co	50
Hearst Magazines	1, 46	Young & Rubicam	1
Hertz Corp	53		

DEPARTMENTS

Ad Review	57	Forum	32
Advertising Age International	after 36	Letters	34
James Brady	36	MediaWorks	40
Brady's Bunch	46	New Products	10
Classifieds	48	People Moving	46
Con-Sid-erations	28	Photo Review	42
Consumer Linage	41	Special Report: Food Marketing	after 38
Corrections & Clarifications	34	Technology News	37
Rance Crain	36	The Next Trend	36
Editorials	28		

Contents copyright 1992 by Crain Communications Inc. All rights reserved.

Vol. 63, No. 17—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except for a special issue the fourth week in September and a combined year-end issue in December) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy, $84 a year, $134 two years. Add $151 per year for air delivery to Europe & Middle East. Add $79 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207-3185 1-800-678-9595. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45402 (800 227-4908).

Oldsmobile's Losh rises to GM marketing post

By Raymond Serafin

DETROIT—General Motors Corp. has signaled its intention to emphasize marketing by naming J. Michael Losh to the new post of VP-group executive for North American vehicle sales and marketing.

General managers of all of GM's vehicle-selling divisions will report directly to Mr. Losh, 45, formerly VP-general manager of the Oldsmobile Division.

The move means GM now has a top executive whose primary responsibility is to "oversee the marketing efforts of all the divisions," said Jim Wangers, senior managing partner of Automotive Marketing Consultants. "He has to make sure that the divisions find their target and stay on target.

"Every piece of communication with the public, right down to the car's styling, needs to communicate the brand's image."

Previously, divisional general managers reported directly to the president of GM, who also had responsibility for a variety of non-marketing areas, such as product development and manufacturing.

Mr. Losh's promotion comes less than three weeks after the shake-up at the top of GM that resulted in the demotion of President Lloyd Reuss and Chief Financial Officer Robert O'Connell.

Also as part of the shake-up, Chairman Robert Stempel was replaced as chairman of the executive committee by board member John Smale, former chairman-ceo of Procter & Gamble Co.

Vice Chairman John F. "Jack" Smith replaced Mr. Reuss as president and William Hoglund, who had been exec VP-worldwide automotive components, moved up to chief financial officer.

Losh

Mr. Losh's promotion was somewhat of a surprise because of Oldsmobile's recent rocky performance, but GM observers say he's been a protege of Mr. Hoglund since Mr. Losh succeeded Mr. Hoglund as general manager of the Pontiac unit in 1984.

Mr. Losh moved from Pontiac to Oldsmobile in 1989 but has been unable to turn around Oldsmobile's lagging sales.

Last summer, the division dropped "The new generation of Oldsmobile" campaign that began before Mr. Losh arrived, replacing it with an emphasis on Oldsmobile's engineering heritage. Leo Burnett USA, Chicago and Southfield, Mich., handles.

Oldsmobile's combined car and truck market share continued to slide in 1991, to 3.7% from 3.9% in 1990. Unit sales fell 14.8% to 458,124.

With the help of the new compact Achieva line, Oldsmobile's sales have leveled off this year. Through April 20, the division sold 132,816 cars and vans, a 3.6% increase over the same period a year ago.

Mr. Losh's most innovative marketing schemes at Oldsmobile have involved customer satisfaction programs, designed to be effective at bringing back customers in the long run.

Also reporting to Mr. Losh in his new post are the customer sales and service and consumer market development departments at GM.

VP Shirley Young heads consumer market development, while VP John Rock had been in charge of customer sales and service.

However, Mr. Rock, 56, was named to succeed Mr. Losh as Oldsmobile general manager, and no successor has been named for Mr. Rock.

There's been no decision on where the communications and marketing staff, headed by VP James Fitzpatrick, will fit into the GM reorganization. Mr. Fitzpatrick's staff includes Philip Guarascio, executive-in-charge of corporate marketing and advertising. □

Kool-Aid vs. colas

Kool-Aid takes on Coca-Cola and Pepsi-Cola in a comparative TV spot breaking this week that claims the General Foods USA soft drink has 25% less sugar than the leading colas. The new 30-second spot from Grey Advertising, New York, is one of three commercials in an estimated $23 million campaign for Kool-Aid, the No. 1 powder soft-drink mix. In the spot, which uses Claymation techniques, a mother bear shopping in a grocery store asks her young offspring to get some soda. The mother is then told by other mothers that Kool-Aid is better because of its lower price and lower sugar content than Coca-Cola and Pepsi.

Power boost for PowerAde

Coca-Cola sports drink targets Gatorade in first ads

By Alison Fahey

Coca-Cola USA in early May will serve up PowerAde sports drink with an introductory ad campaign hitting Gatorade.

Previously available only as a fountain drink, PowerAde will first roll into Birmingham, Ala.; Savannah and Augusta, Ga.; and Chattanooga, Tenn. It will be available in bottles and cans at supermarkets, vending machines, convenience stores and fitness clubs.

A Coca-Cola spokesman said PowerAde will "definitely roll into other markets later in the year" but declined to elaborate.

PowerAde, a non-carbonated drink in lemon-lime, fruit punch and orange flavors, is currently in nearly 2,000 fountain outlets.

A 30-second TV commercial claims PowerAde has 33% more carbohydrates for energy than Quaker Oats Co.'s Gatorade, which owns the $500 million sports drink category with about a 94% share. Radio supports.

"The results of the product so far haven't been especially notable, but we recognize the marketing ability of a company like Coca-Cola and take any competitive challenge seriously," said a Quaker spokesman. "We will do all we can to aggressively defend Gatorade in the marketplace."

PowerAde will be the official sports drink of the 1992 Summer Olympics, but Coca-Cola said it won't run TV spots during NBC's telecast. McCann-Erickson Worldwide, New York, handles.

Coca-Cola and Quaker had contemplated a strategic alliance earlier this year where Coca-Cola Enterprises, a bottling system, would distribute Gatorade, but the deal was never completed.

"These deals fall apart routinely because companies can't decide who is going to control the business," said Tom Pirko, president of Bevmark, a consultancy.

The introduction of canned and bottled PowerAde puts Coca-Cola into direct competition with Pepsi-Cola Co. as well.

Pepsi-Cola said it will expand All Sport, its "advanced formula" sports drink, to 25% of the country by late spring.

All Sport has been testing in Houston, Minneapolis and Sacramento, Calif. The product—in lemon-lime, orange, fruit punch and low-calorie lemon-lime flavors—is available only in bottles and isn't currently in fountains.

The rollout will be backed by TV, radio and print support from BBDO Worldwide, New York. The TV commercial contrasts the frenetic pace of today's athlete with sporting scenes from the 1960s, with the tagline "Change your game." □

Poll: Camel ads effective with kids

Brand recognition highest among preteens

By Gary Levin

A survey of students suggests R.J. Reynolds Tobacco Co.'s controversial campaign for Camel cigarettes is highly effective at reaching young people, especially kids under 13.

The survey was prepared and conducted exclusively for *Advertising Age* by BKG Youth, a research and marketing company. The survey, conducted from April 1 to 10, is based on separate questionnaires to about 325 8-to-13-year-olds and 175 14-to-18-year-olds at a representative sampling of schools across the country.

The study comes as the Old Joe campaign for Camel has drawn criticism from the U.S. surgeon general and the American Medical Association; both have charged the cartoon campaign entices kids to smoke.

Results showed that when asked to name familiar cigarette brands, 90% of the younger set named Camel; 73% cited Philip Morris USA's Marlboro, the top-selling brand.

Among teen-agers asked to recall cigarette brands, 83% listed Marlboro; 75% picked Camel. Marlboro was also the favorite brand among teen-age smokers, according to the survey.

"I was blown away by the number of [smaller] kids who could name cigarettes," said Marian Salzman, president of BKG Youth.

Although the brand recognition wasn't specifically linked to Camel ads, the younger students were asked to circle items they've seen in cigarette ads, including cowboys, clowns, camels, cartoon characters, dogs, cats and dolphins.

Camels were the top choice, picked by 94%, while 83% chose cowboys, common in Marlboro ads. Also, 33% named cartoon characters, 14% cited dogs, 10% chose dolphins and 9% named cats.

Asked to explain why Camel and its Old Joe mascot were more prevalent in the minds of younger kids than older ones, Ms. Salzman said kids stop being influenced by cartoon symbols by 11. She said they also become "more skeptical consumers" by 10 or 11.

Intentionally or not, "Marlboro has done a very effective job of marketing to teen-agers," Ms. Salzman said. The top-selling brand's use of a cowboy motif is perceived to be "cool" among teens, she said.

Tobacco marketers have said repeatedly their ad efforts aren't aimed at any non-smokers and especially not at underage smokers, but rather at adult smokers who might be persuaded to switch brands.

But critics have long complained that both the imagery and prevalence of cigarette ads can't help but appeal to youngsters. *The Journal of the American Medical Association* in December published studies claiming cartoon ads lead kids to smoke.

RJR said extensive coverage of the Joe Camel controversy in February issues of *Scholastic* and *Weekly Reader* magazines, circulated nationally to schoolchildren, had boosted awareness of the brand among that age group and influenced the recognition figures.

BKG said it pretested the survey among New York City private-school students, who don't get these publications, and found the same awareness levels.

And spokeswomen at both RJR and Philip Morris said awareness doesn't translate into consumption.

"Marlboro is out there," said Sheila Banks-McKenzie, director of media affairs at Philip Morris USA. "It's almost an American icon. But because you recognize a brand does not mean you are going to smoke cigarettes."

Asked about smoking, 6% of the high schoolers surveyed said they smoke regularly, and 11% said they smoke occasionally.

Of the older group, 59% said they buy their own cigarettes. And 76% expressed a brand preference, namely Marlboro, Marlboro Lights, Philip Morris' Virginia Slims, "whatever is cheapest" (an apparent reference to generics) and Camel.

About 4% of the younger group said they had tried cigarettes.

KIMBERLY MART

RJR said the findings merely bolster its argument.

"We certainly know children see ads for all kinds of adult products," said Peggy Carter, manager of media relations. "If you've got [a 75%] recognition factor and it's the fifth brand of choice, it's obviously not having an impact."

Camel is the sixth-largest-selling cigarette overall.

Asked where they most often see cigarette advertising, 46% of the younger set named outdoor boards; 37% named magazines. But 33% of the group said they see cigarette ads on TV, even though tobacco advertising has been banned from that medium since 1971.

"Kids watch so much TV that they assume everything [runs] there," Ms. Salzman said. It's also possible younger children confused TV coverage of the Camel controversy with advertising for the brand, she said.

Among the older (and presumably more widely read) group, 59% said they see cigarette ads most often in magazines, while 34% cited outdoor boards. □

EMGA
1963
EASTERN MARKETING GOLF ASSOCIATION

The Eastern Marketing Golf Association is a non-profit organization comprised of marketing, advertising and sales executives who have common business interests. The Association creates an informal opportunity through its monthly functions for an exchange of information and ideas that are germane to its members' professional and business careers.

1992 Schedule

May 11 .....Whippoorwill C.C.
June 23 .....Knollwood C.C.
July 16 .....Tamarack C.C.
August 18 .....Wykagyl C.C.
Sept. 17 .....North Hills C.C.

For membership information call Bill Saunders (212) 705-7767

Making names

At NameLab, we've made product and company names like *Acura*, *AutoZone*, *Compaq*, *Geo*, *Lumina* and *Zapmail* by constructional linguistics.

The result of a NameLab project is a report presenting and analyzing registrable names expressing your marketing ideas. We quote costs accurately in advance and complete most projects within four weeks.

For information, contact NameLab Inc., 711 Marina Blvd., San Francisco, CA 94123.
Voice 415-563-1639
Fax 415-563-9176

NAMELAB®

MaraMari.
If one of us doesn't name your new product, the other one will.

MaraMari is two big name talents in one great little naming agency where the principals do all the work. Quite literally, there is no one else. With both of us solving your naming problem, we guarantee one of us will get it right.

Maybe Mara Connolly Taft will name your product. As a major Madison Avenue talent and creative consultant, she's won every important award. Or maybe Mari D'Alessandro will; she directed naming at a premier package goods company for ten years. You will be impressed when we drop some of our names.

You see, at MaraMari we create not by chance or computers, but by experience and design. Our *Namestorming*® and *Strategic Name Evaluation*® will provide the solutions your group has been waiting for. Call today to talk with Mara or Mari about your project: 609/466-9110 or 201/762-4045.

MARA MARI

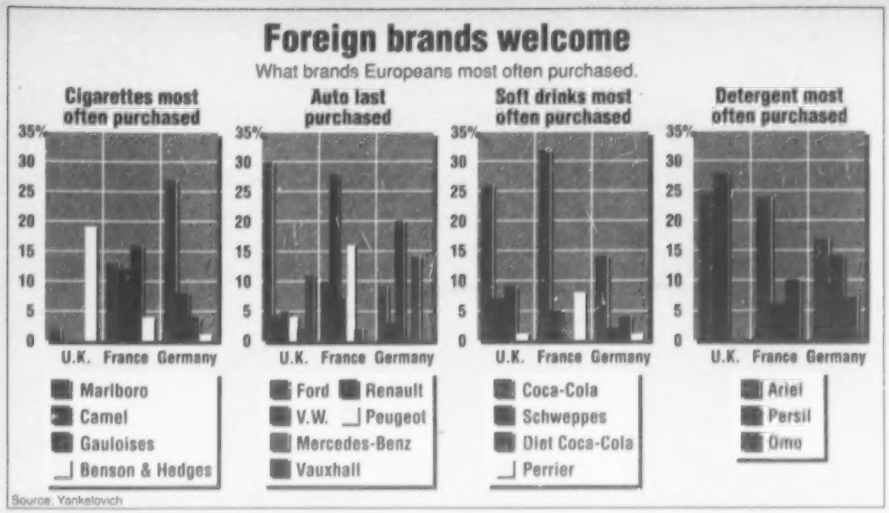
There is no one else.

In upscale Orange County, The Register has 73% more daily penetration than the paper from Los Angeles.

THE ORANGE COUNTY Register

Represented by CWO&O

Source: ABC Publisher's Statements, 9/30/91



Europeans buy outside goods, but like local ads

By Nancy Giges

Europeans welcome brands from other countries, but when it comes to advertising, they prefer the home-grown variety.

An exclusive *Advertising Age International*/Yankelovich survey finds most European consumers' favorite commercials are for local brands, even though they're more likely to buy brands from marketers based in other countries.

The findings suggest that "good advertising is a necessary but insufficient determinant of marketplace success. To be the best liked advertising in a category can carry you far down the field, but you're unlikely to cross the goal line unless many other factors in your market team have contributed to overall success," said Kevin Clancy, Yankelovich chairman.

The survey—conducted by Yankelovich Clancy Shulman and its affiliates Euroresearch, London; Recherches & Strategies, Paris; and RMM, Hamburg—assessed whether consumer buying habits have become truly global and whether consumers also like the advertising of their favorite brands.

Peter Till The Image Bank

The survey assessed whether consumer buying habits have become truly global and whether consumers also like the advertising of their favorite brands.

Brands crossing borders

The survey is believed to be the first to examine brand equity and loyalty across countries. It also probed consumers' attitudes toward their purchase of brands and their reasons for selecting brands.

Respondents in France, Germany and the U.K.—the three biggest advertising markets in Europe—named Coca-Cola as the soft drink purchased most often.

But although 32% of the French respondents said Coca-Cola was the soft drink they bought most often, the highest percentage (25%) named as their favorite commercial the award-winning spot for France's Perrier bottled water, in which a woman outroars a lion atop a mountain. Only 14% selected Coca-Cola advertising.

In Germany 14% said Coca-Cola was their primary non-alcoholic refreshment beverage. A

(Continued on Page I-26)

Betrix fights beauty giants with new line

Fragrance, body-care items will take on L'Oreal, Unilever

By Dagmar Mussey

DUESSELDORF—Betrix Cosmetic this week plans to announce it's taking on L'Oreal and Unilever with a bold pan-European launch of a new fragrance and body-care line.

The 11-item Laura Biagiotti Venezia line, named after the Italian designer, is the first significant pan-European launch by Betrix since the marketer was bought by Procter & Gamble Co. a year ago.

The launch puts Betrix squarely into the booming European fragrance category, a $4.2 billion market, and the $5.2 billion premium-price cosmetics and body-care market.

The markets are highly fragmented and often dominated by local brands. Both L'Oreal and Unilever are using acquisitions and rollouts of new brands to enter these categories.

The Betrix move is seen as a way for P&G to "become a major force in the high-price fragrance and cosmetic markets, where profits are much higher than in the detergent and diaper business," an agency source said.

Betrix has annual sales of about $200 million and has a strong skin-care and color cosmetics line in Europe with its Ellen Betrix brand.

The Venezia line includes perfume, cologne, body gel, body lotion, beauty bath and deodorant products.

Industry executives predict at

(Continued on Page I-38)

WORLD NEWSWATCH

Unilever ups Brazil ad spending

SAO PAULO—Unilever's Gessy Lever unit is doubling its 1992 ad spending to $28 million, *Advertising Age International* has learned. The company is planning some 35 launches and relaunches in all its core businesses. The increase will be divided among Gessy Lever's agencies: Lintas:Brazil Comunicacoes; J. Walter Thompson Publicidade; Standard, Ogilvy & Mather; McCann-Erickson Brazil; and Lage & Magy.

New president for DIK

TOKYO—Dai-Ichi Kikaku named Hiroaki Tanaka, 51, president, succeeding Naoya Sakae, 64, the agency founder, who becomes chairman. Mr. Tanaka was exec VP-managing director of the Planning & Coordi-

(Continued on Page I-2)

How Martin sees Grand Met's global role

Grand Metropolitan, with brands like Green Giant and Burger King, is among a select tier of global marketers pushing to gain share outside its borders. Ian Martin, 56, who combines the roles of group managing director and chief operating officer of Grand Met with chief executive for the food sector and international retailing, spoke recently with* Advertising Age International *European Editor Laurel Wentz in London.

ONE ON ONE

Advertising Age: *Is your ad spending worldwide increasing or decreasing?*

Mr. Martin: It's going up. Our total spend on marketing is between $1.3 billion and $1.4 billion per annum. That would not include advertising franchisees pay for. We really believe, despite the fact the world's in recession, that you have to keep spending. A lot of our spending is on such things as the [Pillsbury refrigerated ready-to-bake dough products] launch in the U.K. and the Haagen-Dazs major developments in Europe. If we were to cut back, we would actually not be doing things that we ought to be doing. Our advertising will be up this year, I would think somewhere between 6% and 10%.

AA: *How are you developing brands internationally?*

Mr. Martin: We did a great deal of research on the Pillsbury dough products [launched recently, for example] in the U.K. The British palate for salt and sugar is somewhat different. The U.S. likes things sweeter. So you have to think locally about tailoring the brand to the local market, [but] I think the product manager's inclined to do too much local tailoring and can find the magic of the brand has gone.

AA: *What about Green Giant?*

Mr. Martin: Green Giant—it's called Geant Vert in France, Gigante Verde in Italy—is a tremendous brand I can see becoming truly international, with the cartoon figure. The great thing about Green Giant as a brand name is it's in tune with all the green values of ecology. We're doing all kinds of things [like] growing trials in Russia of asparagus and corn.

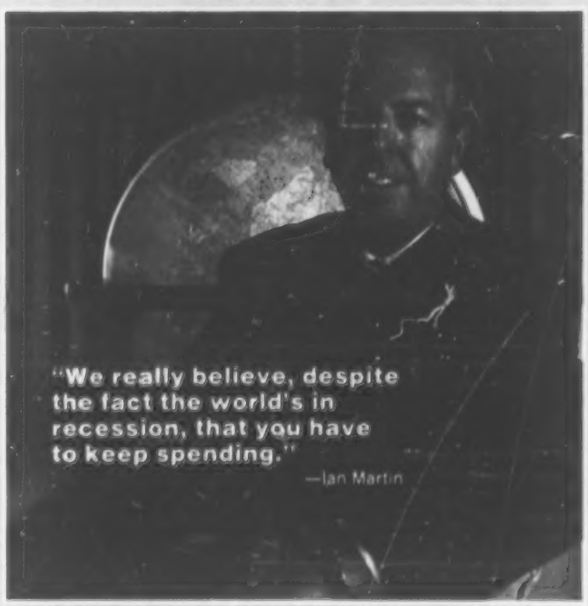
AA: *And Haagen-Dazs?*

Mr. Martin: When we bought Pillsbury, some of our advisers said we ought to sell [Haagen-Dazs]. But there was no way we were going to sell. It had $50 million sales in Japan. Now it's well over $100 million, and we are the No. 1 premium ice cream in Japan.

AA: *What are you doing to expand?*

Mr. Martin: The way we've entered the market is

(Continued on Page I-14)



Top agency networks:

Euro RSCG, Dentsu, McCann lead packs

By Nancy Giges

Euro RSCG, Dentsu and McCann-Erickson Worldwide are the top agency networks in Europe, the Asia/Pacific region and Latin America, respectively, according to *Advertising Age International's* 1991 network rankings by geographic region.

In Europe, Euro RSCG, the result of the merger of former No. 1 Eurocom and former No. 8 RSCG, racked up a commanding lead.

Euro RSCG had $837.7 million in gross income, almost double the $503.4 million of No. 2 Publicis FCB. Saatchi & Saatchi Advertising, with $383 million in gross income, moved up one place, compared with 1990, to No. 3, pushing Young & Rubicam down to No. 4.

Other shifts among the top 20 were Ogilvy & Mather Worldwide, to No. 6 from No. 7; Lintas:Worldwide, to No. 7 from No. 9; J. Walter Thompson Co., to No. 9 from No. 11, and DDB Needham Worldwide, to No. 10 from No. 13.

In Asia/Pacific, Dentsu, with gross income of $1.3 billion, remains the No. 1 network, heading a list that saw very few shifts in position among the top shops.

The top six agency networks maintained the same rankings as in 1990. McCann moved up to No. 7 from No. 8 and South Korea's Cheil Communications jumped to No. 8 from No. 12. Australia's Clemenger/BBDO joined the list at No. 14, replacing Saatchi which didn't make the ranking.

In Latin America, Lintas' acquisition of MPM Propaganda boosted the Lintas network there to No. 2, from No. 5 in 1990. With $82 million in gross income, Lintas is nipping at the heels of sister network McCann, No. 1 with $85 million in gross income.

Lintas' jump pushed JWT to No. 3 from No. 2, but Duailibi, Petit, Zaragoza Propaganda moved to No. 4 from No. 6 and Leo Burnett Co. rose to No. 5 from No. 7. Others that dropped were O&M, to No. 6 from No. 3, and Y&R, to No. 7 from No. 4. Grey Advertising joined the list, replacing Saatchi in the No. 10 slot.

Rankings, using the *Ad Age* equity method, are based on gross income in dollar amounts that an agency organization derives from the region. The figures reflect the percentage of equity the network owns. Some agencies contend that ownership greater than 50% reflects control and that they should be credited with 100% of returns for majority-owned shops.

Although this philosophy is more in line with generally accepted accounting principles for reporting revenues, *Ad Age* believes the equity method better reflects an agency's position. But for comparison purposes, this year's regional rankings include a column of gross income totals based on generally accepted accounting principles.

Several large Japanese and Brazilian agencies were omitted because they lack offices outside their home countries.

As a group, the top 20 agency organizations in Europe accounted for gross income of $5.5 billion on billings of $37.7 billion. Gross income for the top 15 agencies in Asia totaled $3.2 billion on billings of $23.1 billion, and the top 10 in Latin America had gross income of $410 million on billings of $2.6 billion. □

Who's on top in Europe

Rank	Agency	'91 European gross income by equity	% chg over '90	'91 European billings by equity	'91 GAAP gross income
1	Euro RSCG	$837,679	−9.1	$5,639,165	$853,644
2	Publicis FCB	503,416	14.6	3,383,980	501,324
3	Saatchi & Saatchi Advertising	382,579	−1.7	2,622,760	387,506
4	Young & Rubicam	380,855	−2.7	2,679,716	417,932
5	McCann-Erickson Worldwide	362,104	5.0	2,415,240	362,677
6	Ogilvy & Mather Worldwide	325,388	5.1	2,265,386	314,838
7	Lintas:Worldwide	309,761	3.7	2,066,105	306,390
8	Backer Spielvogel Bates	309,651	7.9	2,070,108	333,583
9	J. Walter Thompson Co.	306,939	15.7	2,149,499	300,992
10	DDB Needham Worldwide	282,599	17.9	1,884,935	273,136
11	Grey Advertising	276,937	3.9	1,900,026	294,706
12	D'Arcy Masius Benton & Bowles	234,653	−1.8	1,785,297	236,962
13	BBDO Worldwide	206,278	15.1	1,436,446	272,924
14	BDDP Worldwide	205,155	4.8	1,235,278	296,978
15	Leo Burnett Co.	149,735	12.0	996,293	140,686
16	Lowe Group	139,203	21.6	926,012	144,446
17	TBWA Advertising	99,249	9.7	696,129	99,249
18	N W Ayer	71,945	4.2	512,866	84,999
19	FCA Group	69,034	20.8	511,475	69,034
20	Armando Testa Group	66,449	4.4	509,845	63,764

Figures are in thousands. GAAP, Generally Accepted Accounting Principles: equity less than 50% excluded; if an agency owns 50% or more equity, 100% of gross income included. Source: *Advertising Age*

Who's on top in Asia/Pacific

Rank	Agency	'91 Asia/Pacific gross income by equity	% chg over '90	'91 Asia/Pacific billings by equity	'91 GAAP gross income
1	Dentsu	$1,326,045	14.0	$9,767,194	$1,327,717
2	Hakuhodo	574,053	11.2	4,368,065	574,781
3	Daiko	174,329	9.3	1,278,084	174,329
4	Asatsu	149,261	20.5	1,130,616	149,261
5	Dai-Ichi Kikaku	129,690	11.8	914,664	132,472
6	I&S Corp.	106,125	1.8	849,000	106,125
7	McCann-Erickson Worldwide	103,156	7.5	668,050	157,702
8	Cheil Communications	101,600	39.0	315,844	101,600
9	Backer Spielvogel Bates	100,667	−3.0	681,853	104,836
10	Dentsu, Young & Rubicam	96,997	21.4	698,142	101,337
11	J. Walter Thompson Co.	81,628	7.5	540,678	82,876
12	Ogilvy & Mather Worldwide	81,266	7.1	558,874	70,681
13	Leo Burnett Co.	79,023	16.5	524,825	77,495
14	Clemenger/BBDO	67,063	−0.1	391,228	67,063
15	Chuo Senko Advertising Co.	52,836	5.8	382,868	52,836

Figures are in thousands. GAAP, Generally Accepted Accounting Principles: equity less than 50% excluded; if an agency owns 50% or more equity, 100% of gross income included. Agencies omitted because they lack an office outside the home country include Tokyu Agency, Tokyo; Yomiko Advertising, Tokyo; Asahi Advertising, Tokyo; Man Nen Sha, Osaka; Nihon Keizaisha Advertising, Tokyo; Orikumi Advertising, Tokyo; and Sogei, Tokyo. Source: *Advertising Age*

Who's on top in Latin America

Rank	Agency	'91 Lat. Am. gross income by equity	% chg over '90	'91 Lat. Am. billings by equity	'91 GAAP gross income
1	McCann-Erickson Worldwide	$84,857	20.7	$565,992	$85,196
2	Lintas:Worldwide	81,929	−9.9	546,466	81,535
3	J. Walter Thompson Co.	41,249	6.9	249,710	36,729
4	Duailibi, Petit, Zaragoza	39,450	54.7	155,581	39,450
5	Leo Burnett Co.	36,502	37.5	243,358	36,661
6	Ogilvy & Mather Worldwide	34,189	−14.4	234,215	32,338
7	Young & Rubicam	32,216	−0.2	216,972	31,381
8	Foote, Cone & Belding	20,240	25.2	134,047	22,553
9	BBDO Worldwide	20,135	9.3	92,532	4,773
10	Grey Advertising	19,003	37.2	114,075	19,513

Figures are in thousands. GAAP, Generally Accepted Accounting Principles: equity less than 50% excluded; if an agency owns 50% or more equity, 100% of gross income included. Agencies omitted because they lack an office outside the home country include Salles/Inter Americana, W/Brasil, Norton Publicidade, DM 9 Publicidade, all in Sao Paulo. Source: *Advertising Age*

INTERNATIONAL ACCOUNTS IN REVIEW

COUNTRY/BUDGET	CLIENT/BRANDS	CONTENDERS	INCUMBENT	DECISION DATE
U.K.: $63 million TV buying	**Central Office of Information**	BMP DDB Needham; The Media Center; TMD Carat; Zenith	Young & Rubicam	Unknown
Canada: $42 million	**Labatt Breweries**	J. Walter Thompson; D'Arcy Masius Benton & Bowles; Young & Rubicam; Bozell Palmer Bonner; Palm Publicite; Publitel	Scali McCabe Sloves	By fall 1993
Germany: $25 million	**Eduscho coffee**	Incumbent; Springer & Jacoby; Grey Advertising	BBDO	Early May
U.K.: $16 million	**Mercedes-Benz UK**	Incumbent and others	Robert Jenkins Advertising	Unknown
U.K.: $14 million	**British Rail InterCity**	Incumbent; BMP DDB Needham; Still Price; Lintas; Collett Dickenson Pearce; Leagas Delaney	Saatchi & Saatchi Advertising U.K.	Unknown
Australia: $12 million-plus	**AMP Society insurance**	Incumbent; McCann-Erickson; Foote, Cone & Belding; DMB&B:Weekes Morris Osborn	George Patterson Pty.	June
Germany: $7 million	**Henkel's Dor household cleanser**	Baums, Mang & Zimmermann; TBWA; Stohr Scheer	Euro RSCG	May
Germany: $4 million-$6 million	**SAT.1 TV station**	Incumbent; Baums, Mang & Zimmermann; Trust; Tostmann; Domann; Holzwarth	von Mannstein	Late April/early May
Australia: $4 million	**Thomas Cook retail travel-foreign exchange**	Seven agencies	Leo Burnett Connaghan & May	April
Australia: $3 million-$4 million	**Mazda Eunos luxury car**	Box Emery & Partners; SSB Advertising; Grey Advertising; Luscombe & Partners; Moffatt Sharp	New account	Late April/early May
France: $3 million	**Naf Naf clothing**	Incumbent; Eurocom; Foote, Cone & Belding; Providence; DDB Needham	Image Force	Unknown
Australia: $3 million	**National AIDS Education Campaign**	Incumbent; SSB Advertising; John Bevins; Omon; Schofield & Smith; Sherbon Greenlaw	Magnus Nankervis & Curl	Late April/early May
Germany: $3 million	**Henn. G. Dethleffsen's Bommerlunder schnapps**	Incumbent; McCann-Erickson; Adway, Schwarz & Weiss; Mendel; Nolte	Harmel & Partner; Lintas	After April

Shops see unity of Latin America

By Rik Turner and Delinda Karle

Latin America is following Europe into economic unity, and both global and local ad agencies are gearing up.

McCann-Erickson Worldwide, the region's No. 1 agency network, DDB Needham Worldwide and others are restructuring or considering new affiliations in Latin America.

In Argentina, the Advertising Agencies Association has created a committee with the sole responsibility of analyzing the integration of Argentinian and Brazilian advertising.

Agencies are anticipating Mercosur, the Southern Cone Common Market, scheduled to unite the economies of Argentina, Brazil, Uruguay and Paraguay in 1994. They also see a strengthening of ties among members of the Andean Pact—Venezuela, Colombia, Peru, Ecuador and Bolivia—which want to end tariff barriers by 1995.

Agency executives believe these pacts will prompt more advertisers to do business across national boundaries and foster panregional media buying, which currently is minuscule.

According to a recent BBDO Worldwide study, panregional buys will account for only 3% to 5% of the estimated $11 billion spent in major media in Latin America in 1992.

Nevertheless, representatives from McCann's agencies in Brazil, Argentina and Uruguay, plus its associate agency in Paraguay, will huddle in Buenos Aires for three days in mid-June to find ways to handle cross-border accounts.

Two or three major corporate clients, including Coca-Cola Co., will be invited to the meeting, said Jens Olesen, McCann exec VP-worldwide and regional director, Latin America/Caribbean.

The meeting, Mr. Olesen said, is part of a restructuring program started last year. By yearend, McCann will create regional headquarters within Latin America.

Sao Paulo would be in charge of Mercosur countries; Mexico City would handle Mexico and Central America; and Caracas the Andean Pact countries.

A top executive in each region would report to Mr. Olesen. Executives in each country who now

(Continued on Page I-38)

Popular ads not key to buying

(Continued from Page I-1)

slightly higher percentage (15%) said their favorite advertising was for a German brand, Binding Brewery's Clausthaler nonalcoholic beer.

In the U.K., however, Coca-Cola was the favorite soft drink (named by 26%) and so was its advertising (19%).

"You'd think that 'favorite brand' might carry some equity, but favorite brands don't necessarily predict favorite commercials," said Amy Schafrann, Yankelovich senior VP, who helped prepare the survey.

French pick Omo spot

On the other hand, it's clear that breakthrough advertising can gain the attention of a competitor's customers "and hopefully some purchases," Ms. Schafrann said.

In France, Procter & Gamble Co.'s Ariel detergent is clearly the favorite laundry product, named by 24%. But Unilever's Omo, named the most preferred purchase by only 10%, had double the approval rating for its commercials.

A total of 22% of respondents named Omo advertising as their favorite, but only 11% selected Ariel commercials.

While there's clear evidence of global brands in detergents and soft drinks, automobile and cigarette categories are less clear; the brands purchased in these categories tend to be made within their own country.

The French like their Renaults and Peugeots, and the Germans like their Volkswagens and Mercedes-Benzes. However, the British are Ford fans.

A total of 28% of French respondents identified Renault as the last car they purchased and 16% named Peugeot—and they also liked their favorite car's TV commercials. Each company's TV spots were named by 18% of the French.

In Germany, Volkswagen and Mercedes-Benz were the purchases of choice, with 20% naming VW and 14% Mercedes. The clear TV advertising favorite was Mercedes, named by 18% of Germans.

Some 30% of the U.K. respondents said the last auto they bought was a Ford, and they liked Ford commercials best, but only slightly more (13%) named Ford over Peugeot (12%).

Among cigarettes, U.S. brands produced popular advertising. Broadcast advertising for cigarettes is virtually banned across Western Europe, though cinema commercials are allowed in Germany, and there are restrictions on print in some countries.

Respondents were asked to name their favorite print ad.

American Brands' Benson & Hedges was the most-purchased brand (19%) in the U.K. and Seita's Gauloises led in its home country, France, with 16%. In Germany, Philip Morris Cos.' Marlboro was the favorite smoke.

In contrast, the favorite advertising among most Germans (21%) was for R.J. Reynolds Tobacco Co.'s Camel; among the French, it was for Marlboro; and in the U.K., ads for Silk Cut, marketed by American Brands' Gallaher Tobacco, were favored.

Advertising not memorable

Despite the mature London ad agency community, a surprising number of U.K. consumers either had no favorite commercial or couldn't remember any commercial in the categories.

A total of 75% couldn't remember or didn't have a favorite cigarette ad; 62%, a detergent commercial; 49%, a soft-drink commercial; and 34%, an automobile commercial.

Commercials had a much stronger impact in France, where only 10% couldn't remember or didn't have a favorite car commercial; 13%, a soft-drink commercial; 36%, a detergent commercial; and 43%, a cigarette ad.

This award-winning Perrier spot is tops in France, but the brand still is outsold by Coca-Cola.

Value is No. 1

Consumers said loud and clear that value for their money was the single most important factor in making a purchase decision.

The survey results revealed both striking similarities and differences among consumer attitudes toward the purchase of the brands they selected, brand loyalty and reasons why they select certain brands.

The most notable similarities among the surveyed consumers cover value and quality/trusted brand. These factors were found to be most important in selecting a specific brand.

Although it's not surprising that value is an important factor to consumers making purchases, the strength of that commitment across countries with different cultures, traditions and buying patterns is higher than might be expected.

When asked which of four statements was the single most important consideration in buying a product, 49% said "good value for the money" and 39% selected "a quality product/a brand I know and trust."

The French were the most concerned about value, with 51% citing "value," but close to half (48% each) in the U.K. and Germany also cited value as most important.

"Quality" ranked highest in the U.K., identified by 46% of respondents, and lowest in Germany, cited by 33%.

Foreign brands welcome

Less important to consumers is whether a product is readily available or made within their country. As the 12 members of the European Community prepare for a single market, officially starting Jan. 1, it appears most consumers are more than ready to buy brands from other nations.

Only 5% said it was important that "the product is made in my country." Availability also rated low: Only 7% said it was important that the product be easily located.

The survey showed U.K. consumers stand out in their commitment to specific brands and in their openness to imported brand names, particularly U.S. products.

U.K. consumers are the most loyal to a brand once they've made their purchase decision. Some 74% said they agreed that once they found a brand, it was difficult to get them to change to another.

Even when the appeal of a competitor's advertising is strong, it doesn't necessarily get consumers to buy, the results indicated.

Overall, 60% of respondents said they were reluctant to switch once they found a brand they liked. The least loyalty was shown in Germany, where a known and trusted brand name has little to no influence.

In contrast, 78% of respondents in the U.K. said a known and trusted brand strongly or moderately influences their purchase decisions.

Although U.K. consumers are the most loyal once they've selected a brand, they're not likely to see much difference between competing brands. About 70% said brands are all about the same, compared with 59% in France and 50% in Germany.

The *AA*//Yankelovich international brand survey, conducted between Feb. 23 and April 13, consisted of personal 5-minute interviews with 605 respondents, all at least 18 years old. They had to have viewed commercial TV in the week before the interview. Survey guidelines ensured a distribution of age, income and geography within each country.

The maximum margin of error is plus or minus 4%. Characteristics of the sample are: 50% male, 50% female across all countries; ages 18 to 24, 13%; 25 to 29, 13%; 30 to 39, 23%; 40 to 49, 20%; 50 to 59, 12%; 60 and older 19%.

The populations of the surveyed countries represent 51% of Western European consumers. □

Value tops purchase priorities

"Which of the following do you think is the single most important consideration when considering the purchase of a product?"

Germans indifferent to well-known brands

"How much does the fact that it is a known and trusted brand name influence your decision?"

Brits pledge brand loyalty . . .

"Once I find a brand, it is very difficult to get me to change brands."

. . . but are blind to brand differences

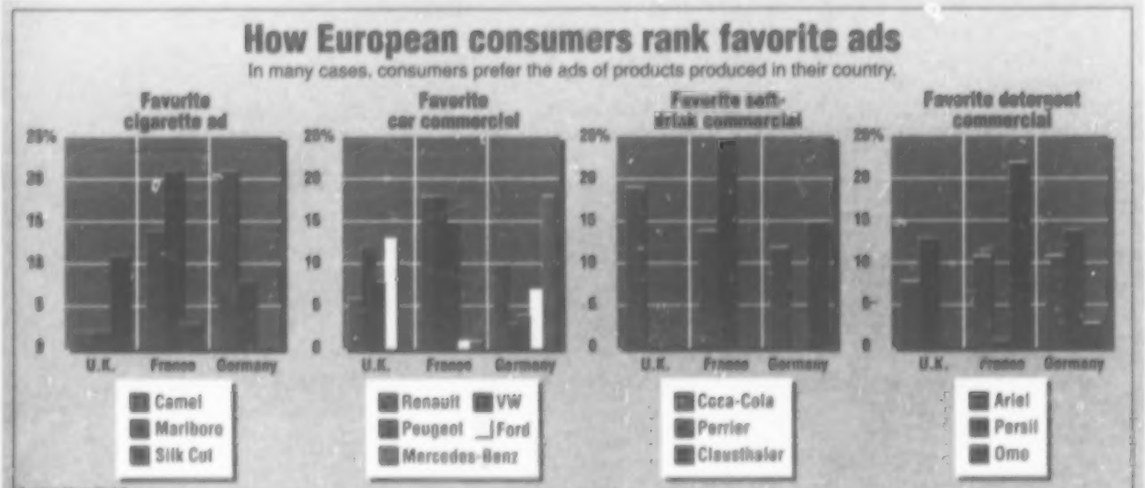
"There is usually not much difference between competing brands. They are all about the same."

Source: Yankelovich

KIMBERLY MART

How European consumers rank favorite ads

In many cases, consumers prefer the ads of products produced in their country.



Source: Yankelovich

John Hall

DATAWATCH

Ad Age International and A.C. Nielsen Co. examine trends in global deodorant and ready-to-eat cereal markets in an exclusive study.

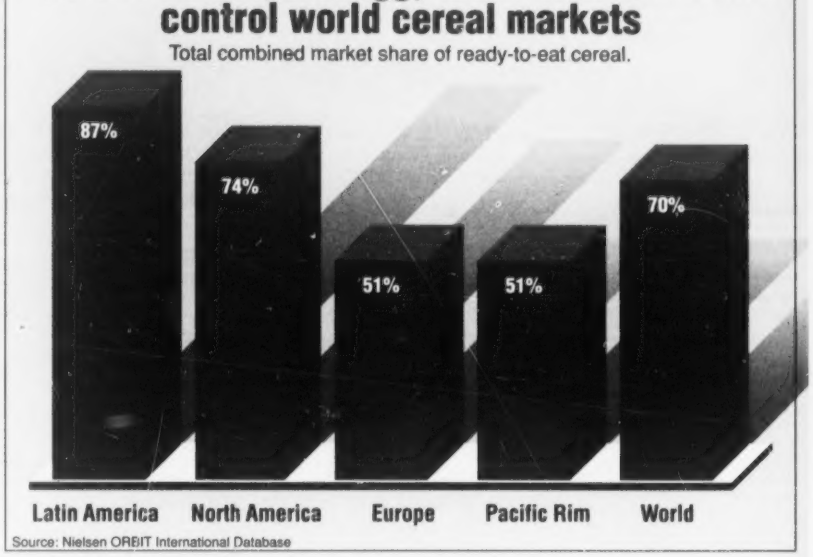
Gillette, P&G, Unilever dominate world deodorant markets

Total combined market share.

Source: Nielsen ORBIT International Database

General Mills, Kellogg, Kraft General Foods control world cereal markets

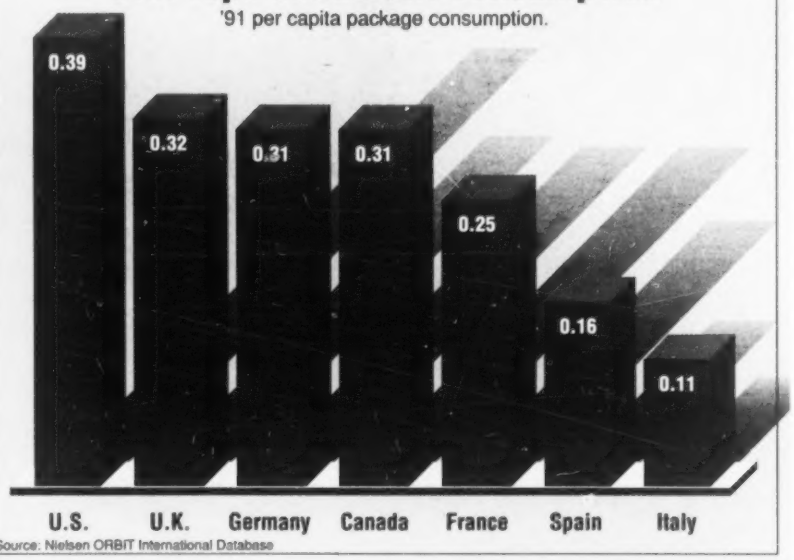
Total combined market share of ready-to-eat cereal.



Source: Nielsen ORBIT International Database

U.S. tops deodorant consumption

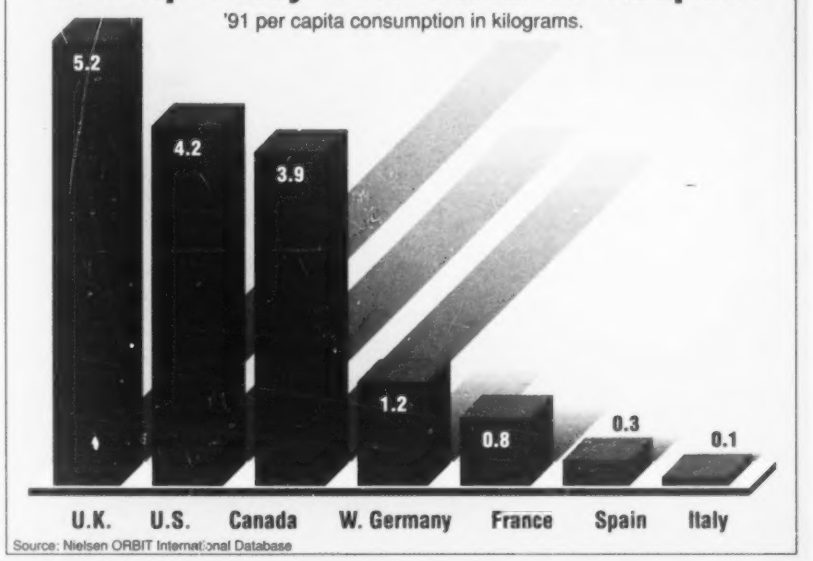
'91 per capita package consumption.



Source: Nielsen ORBIT International Database

U.K. tops ready-to-eat cereal consumption

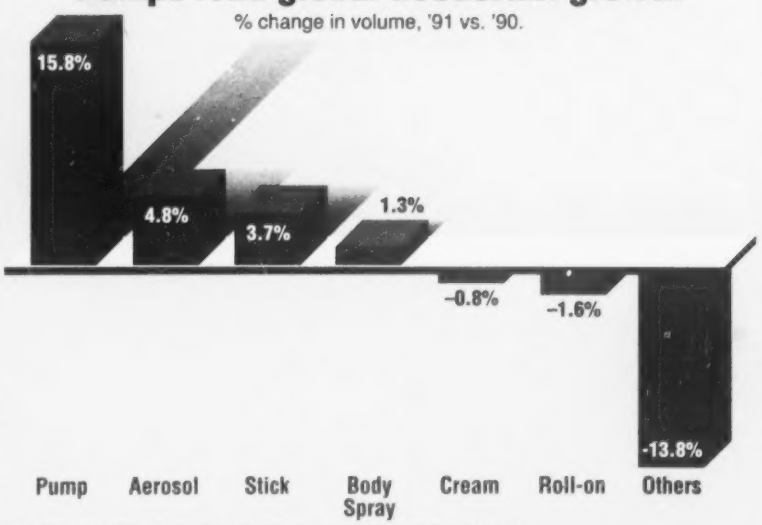
'91 per capita consumption in kilograms.



Source: Nielsen ORBIT International Database

Pumps lead global deodorant growth

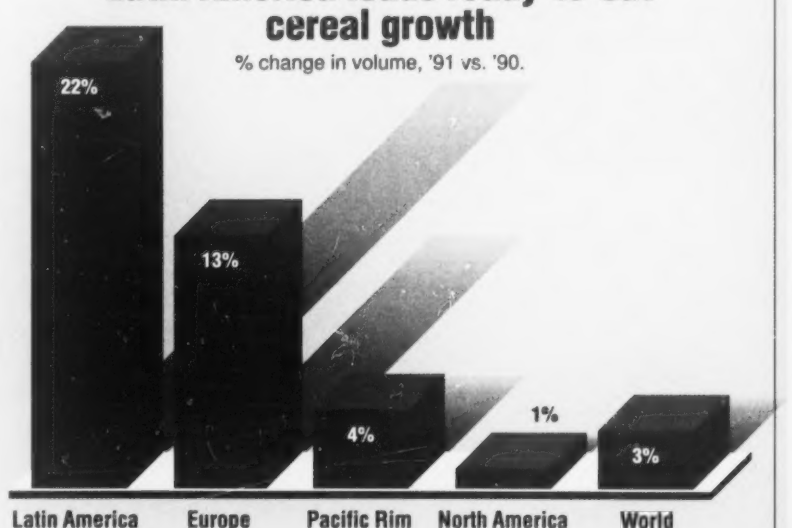
% change in volume, '91 vs. '90.



Survey based on information from U.S., U.K., Germany, Canada, France, Spain and Italy
Source: Nielsen ORBIT International Database

Latin America leads ready-to-eat cereal growth

% change in volume, '91 vs. '90.



Source: Nielsen ORBIT International Database

Graphics by John Hall

Bus ads ride high in Romania

By Janice Kelly

Transit advertising is the most effective ad medium in Romania, according to a study by the Economic University in Bucharest.

In the survey, conducted in Bucharest last month, 97% of consumers said they were aware of transit advertising, compared with 92% for TV and 85% for print.

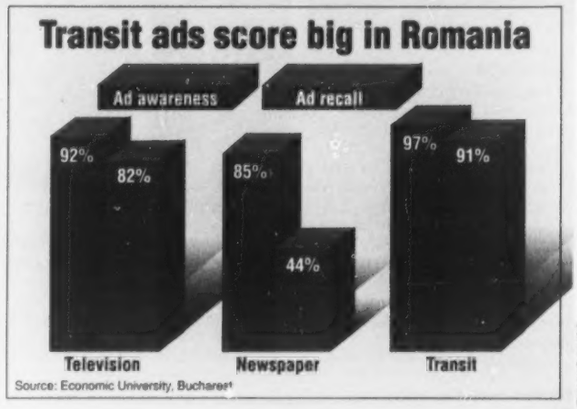
Of all the consumers surveyed, 91% said they remembered the content of the transit ad and 82% remembered TV while only 44% remembered the content of print ads.

The survey, believed to be the first on advertising awareness in Romania, is based on personal interviews with 198 consumers. The margin of error was 2% to 3%.

Transit advertising is more effective than TV because there's only one TV station, airing 30-second spots, said Kenneth Blatt, president of K.U., a New York company involved in out-of-home media placement in Romania with a local agency, Rom-K.U.

Magazines and newspapers aren't as sophisticated as Western publications and aren't as attractive to advertisers, he said.

Transit advertising is available on 200 buses. Since transit advertising became available last August, R.J. Reynolds Tobacco Co., Colgate-Palmolive Co., PepsiCo, Rank Xerox and Philip Morris Cos. have placed ads. □



Trimmed-down 'European' goes after ads

By Laurel Wentz

LONDON—Since U.K. businessmen Frederick and David Barclay bought *The European* in January, the owners of the weekly paper have moved quickly to dismantle the overwhelming cost structure imposed by founder and former owner Robert Maxwell and to convince advertisers that it's safe to return.

GLOBAL MEDIA WORKS

After Mr Maxwell's death in November, the pan-European newspaper was on the verge of closing. The entire staff was fired and Charles Garside, now editor and general manager, persuaded former staffers to work without pay as he coaxed the paper's administrators to underwrite it week by week while a buyer was sought.

"At the end of last year, there were still some doubts about the future of *The European*," said Humphrey Lee, advertising display manager. "Lots of people had to make decisions about where to spend their advertising budget. We got left off many a schedule."

For example, *The European* and Saatchi & Saatchi Advertising helped develop an Olympics promotion for Visa International involving display advertising, wraparounds and sponsorship of a sports diary, Mr. Lee said. The lucrative package ended up going into the *International Herald Tribune* due to uncertainty about *The European's* fate, he said.

Although spring ad dollars are already committed, Mr. Lee hopes for an upturn in display advertising by fall, with classified advertising remaining healthy.

To attract more readers, *The European* is preparing to promote itself with an ad campaign breaking in different markets late this month.

Ads from Backer Spielvogel Bates Worldwide will run in national newspapers in continental Europe in May "to promote the next stage of development," Mr. Garside said. "We're looking at building each marketplace in a different way."

The European has had to absorb the cost of about 25,000 prepaid subscriptions. The paper decided to honor the subscriptions even though the money vanished into the "black hole" of the Maxwell companies' financial collapse, Mr. Garside said.

The European's costs are now about 30% of what Mr. Maxwell spent to put out the newspaper, Mr. Garside said. Under Mr. Maxwell, the paper did five different editions spread over three days and printed at five sites, including one in the U.S. He also spent lavishly to distribute the paper around the world, which has been discontinued. *The European* had a staff of 159, many highly paid. Mr. Garside manages with 59 people.

"The economics of printing in five centers makes no sense, and it was done without real negotiation," Mr. Garside said. "The Maxwell era is no more."

The European's guaranteed circulation to advertisers has been cut back 25% to 150,000 (85,000 on the Continent and 65,000 in the U.K.) for the first six months of 1992 and ad rates cut correspondingly to $16,600 for a b&w page and $26,500 for a color page. □

***The European's* owners want to erase doubts about its future.**

LAUNCHING PAD

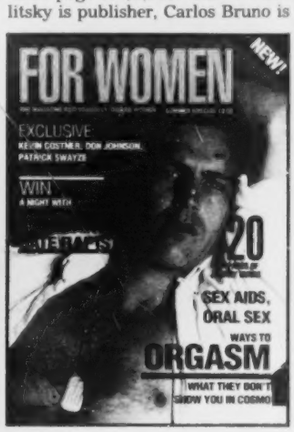
New publication launches

'Global Business'

Diamond Inc., Tokyo, and the Economist Group, London, will launch a Japanese-language business magazine, *Global Business*, next spring. The every-other-weekly will be aimed at top management in Japanese companies with international interests. One-third of editorial content will be translations of articles from the *Economist*, another third will be original articles dealing with international business and financial issues, and the rest will cover Japanese topics. The initial pressrun of 15,000 will be sold by subscription only. Newsstand sales are being considered. Ad rates haven't been set. Yuzuru Kawashima, Diamond president, will also be publisher; Hidemasa Saito is editor.

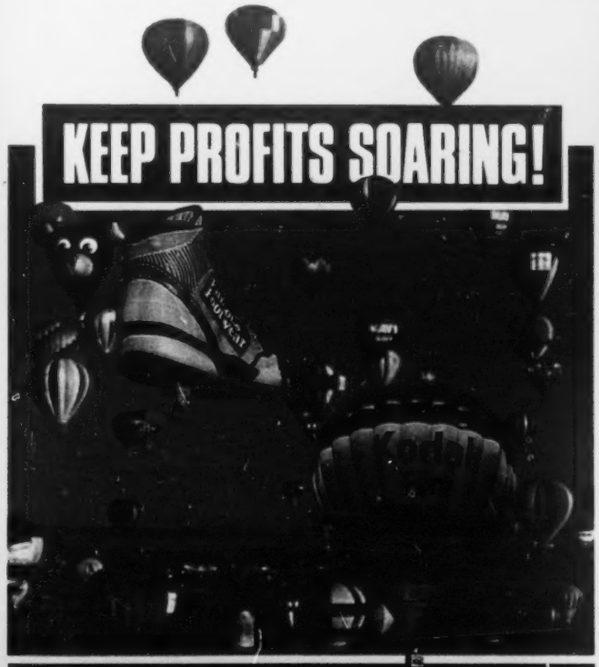
'Miami O Guia'

The Communications Consilium introduced, with a December issue, *Miami O Guia*, a magazine for Brazilian travelers who reside in Brazil and the U.S. The Portuguese-language magazine will be published twice during 1992 and quarterly in 1993. Initial rate base is 40,000 for the title, which will be both controlled circulation and sold by subscription. *Miami O Guia* is distributed in Sao Paulo, Rio de Janeiro and Miami. The May issue will include articles on home and design, the arts and architecture in Miami, and profiles on new Brazilian businesses in Miami. A b&w page is $1,848; a color page is $2,218. Alan D. Belitsky is publisher, Carlos Bruno is editor and B. Lynne Sifford is ad director. Offices are at Rua Martins Fontes 159, Conjunto 93, Centro-Sao Paulo, Sao Paulo, Brazil, 01050. Phone: 55-11-259-7941.



'For Women'

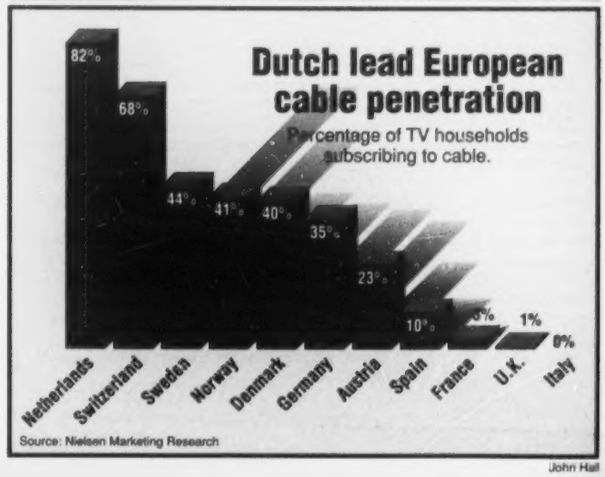
Northern & Shell, the U.K. publisher of *Penthouse*, is introducing this month *For Women*, targeting 20-to-25-year-old women. Initially a one-shot, the spinoff will become a quarterly if it's successful. A cross between *Cosmopolitan* and *Playgirl*, *For Women* will have a rate base and circulation of 80,000. The cover price is $5. A b&w page costs $3,400; a color page is $4,675. Joe Salama is publisher and ad director; Johnathon Richards, assistant editor of *Penthouse's* U.K. edition, is editor. Offices are at P.O. Box 381, Millharbour, London E14 9TW. Phone: 44-71-987-5090.



From October 3–11, 1992, showcase your company at the **Albuquerque International Balloon Fiesta!**...the largest ballooning event in the world! Join a host of *Fortune 500* companies that reach over 1.4 million consumers in nine days. Contact the AIBF at **505-821-1000**. *Where Spirits Soar!*

Albuquerque International Balloon Fiesta
8309 Washington Place NE
Albuquerque, New Mexico 87113

TRACKING SHARES



Russia looks West

Troubled newspapers seek critical joint ventures

By Betsy McKay

MOSCOW—As rising paper and printing costs claim victims in the Russian press, newspapers are turning to Western joint venture partners to help them stay afloat.

Since the price freeze was lifted in Russia in January, the cost of newsprint soared more than 10 times and distribution costs jumped more than 500%, forcing several national newspapers to cut their printing schedules. Newspapers, once able to rely on either the Soviet government or Communist Party for funding, are turning to other ventures to raise cash.

Pravda, the former official newspaper of the Soviet Communist Party, closed between March 14 and April 7. The paper was losing about $1 million and circulation had dropped to 1.4 million from 8 million in the past year.

To return to print, *Pravda* received a high-interest loan, Editor in Chief Gennady Seliznyov said.

Pravda is now publishing three times a week and won't return as a daily before Aug. 1. The Russian government pledged $180,000 in support, but that covers only a few days' expenses, he said.

Meanwhile, *Pravda* is trying to earn money from a joint venture in France that translates its news articles into a twice-monthly digest.

Another newspaper, *Komsomolskaya Pravda*, the country's largest daily with a circulation of 13.4 million, also scaled back to three days a week for several weeks in March but now is back to publishing six times a week.

***Izvestia* will increase frequency of *We/My*, a joint venture with Hearst.**

Considered editorially one of the country's best, the paper has faced delivery problems and for two days in March was available only in Moscow and St. Petersburg.

In late March, subscribers were asked to pay $2.87 in addition to the 27¢ they had previously paid for 1992 subscriptions, to continue their subscriptions until yearend. The hike was sought due to rising production and newsprint costs.

The paper is hoping to pull in some cash to cover its escalating production costs with an ad push for its 18-month-old quarterly supplement "Interpulse." The publication is part of a joint venture with Greenberg Baron Simon & Miller, a Denver communications consultancy, and the Providence Journal Co.

Denver-based Editor in Chief Robert Simon said a b&w page ad is $30,000.

Izvestia, the former Soviet government's official newspaper, is also seeking other ways to become financially sound. Four years ago, it became the first Soviet newspaper to accept advertising, and this June is increasing the frequency of *We/My*, an English- and Russian-language title that's a joint venture with Hearst Corp.

The U.S.-style full-color newspaper covers political, economic and business news about the Commonwealth of Independent States and the U.S. In the commonwealth, it sells for 3¢ and in the U.S. for $1.25.

Hearst and *Izvestia* are distributing about 350,000 copies in Moscow, Kiev and St. Petersburg, and 60,000 copies in 25 major U.S. markets.

Circulation could eventually reach 1 million copies a week in the former Soviet Union, U.S. Editor Maxwell McCrohon said. A b&w page is $17,000; a color page is $20,000. The first issue had six ad pages, the maximum it carries. The second had 2½ pages.

Izvestia also has a joint venture with German publisher Burda to attract Western advertisers and has run several ads from companies such as Sony Corp., Rank Xerox and Delta Air Lines. A b&w page costs $39,000. □

Nancy Giges and Scott Donaton in New York contributed to this story.

MEDIA MIX

News briefs on print, electronic and alternative media.

Housekeeping in the morning. *Good Housekeeping*, published by Hearst Corp.'s National Magazine Co., London, is increasing its visibility. The Good Housekeeping Institute is the setting for 10 8-minute consumer information segments discussing everything from cordless telephones to supermarket beef to condoms. The segments are airing during Granada Television's "This Morning" magazine program through June 26. Joan Barrell, *Good Housekeeping* publishing director, said she expects "such massive television exposure" to result in increased circulation. Current circulation is 391,000 monthly. "This Morning" has about 4 million viewers.

Heightening awareness. DCI Editora Journalistica, a Sao Paulo newspaper and magazine publishing group, is aiming to increase advertiser and reader awareness with its first ad campaign. The publisher has named Grottera & Cia to handle a $1.5 million campaign. The group publishes *Diario de Comercio & Industria*, a financial daily; *Visao*, a newsweekly; and controlled-circulation publications including *Shopping News*, which goes to 500,000 households in greater Sao Paulo.

Good Housekeeping
"THE DOCTOR WHO WOULD LET ME DIE"
MARY HART "Why I Waited So Long to Have a Baby"
AT HOME WITH REGIS & JOY PHILBIN

***Good Housekeeping* will boost visibility in the U.K. through segments on a TV show.**

Nippon TV forecasts drop. Nippon Television Network Corp. cut its pretax profit forecast for the year ended March 31 to $112.5 million, 20% less than the previous year. A senior company official blamed the recession's effect on ad sales coupled with an increase in TV program production costs. Operating revenues were up 5% to about $1.6 billion. Pretax profits are likely to slide another 6.7% to $105 million this fiscal year, a senior managing director said.

Audit bureau spells change. The U.K.'s independent Audit Bureau of Circulations is getting tough. The 900 business press titles that want to remain bureau members must undergo an audit by the bureau's staff rather than by an outside accounting firm. Advertisers have been asking for the changes "for a long time," said John Beadell, chief executive of the audit bureau. "Everyone has to play by the same set of rules. At the moment, different interpretations of the rules are applied by accountants."

The rules will be applied to the U.K.'s 660 regional newspapers next, followed by the 500 consumer magazines and 21 national papers.

Chairman John Matthews, chief executive of Reed Business Publishing, which publishes three titles audited under the new system, doesn't see the need. "I've been in publishing for many years and I've not met a rogue publisher yet," he said. □

THE PRINTED WORD

'Yazhou Zhoukan' tops Asian gains

Most regional publications increased revenues in '91 over '90

Yazhou Zhoukan	$8,663,645	33.1%
Business Week	2,832,380	19.1
Asian Wall Street Journal	16,830,990	7.9
Newsweek	27,115,225	4.9
The Economist	2,450,330	–10.3

Source: LNA International Rome Report

John Hall

Advertising and circulation performance of publications.

By Janice Kelly

Though ad revenue among 21 regional and international Asia/Pacific publications increased last year, ad pages fell, according to the LNA International Rome Report.

Ad revenues rose 7.3% to $153.3 million in 1991, as ad pages fell 2.4% to 17,327.2.

The study examined three categories: weekly; daily, every-other-weekly and monthly; and free distribution.

Most pan-Asian weeklies increased revenues. *Yazhou Zhoukan* gained the most, with ad sales up 33.1% to $8.7 million. *Asiaweek's* were up 20.6% to $17.9 million; *Business Week*, up 19.1% to $2.8 million; *Far Eastern Economic Review*, up 13.7% to $12.7 million; *Time*, up 7.8% to $29.6 million; and *Newsweek*, up 4.9% to $27.1 million. Only *The Economist* saw revenues fall, by 10.3% to $2.4 million.

Asiaweek had the biggest market share increase, 1.3 percentage points to 11.7%. *Yazhou Zhoukan* earned second place with a 5.7% share, up 1.1 points, and *Far Eastern Economic Review* ranked third with 8.3%, up 0.5 point.

Although *Newsweek* showed a slight increase in ad pages, its share dropped 0.4 percentage point. Rival *Time* showed a 0.1 point share rise.

National Geographic led the daily, every-other-weekly and monthly group with a 72.4% increase in revenues to $544,330.

The free distribution category took the biggest fall in ad revenue, with *Asian Business* declining 5.5% and *Asia* dropping 7.4%. □

KLM
T.H. Woltman
Vice President, Area Manager,
KLM North America and Mexico
People at the top read the Trib.
No local bias. No national slant. No partisan viewpoint.
Simply a balanced editing of the news
for people with a stake in international affairs.
International Herald Tribune
Published With The New York Times and The Washington Post

Low-end clones flourish, spurred by recession

Niche marketing may be the answer for top PC brands

By Bradley Johnson

In a trend accelerated by the recession, consumers are eschewing top-tier personal computer brands in favor of cheaper clones.

"Brand loyalty has gone out the window," said Bruce Stephen, an analyst with International Data Corp., a market research company.

"Personal computers are becoming appliances," said Timothy Bajarin, exec VP at Creative Strategies Research International, a market research company. "In essence, they're just boxes pushed out the door."

As a result, IBM Corp. and Compaq Computer Corp. continue to lose share to marketers including Packard Bell and Dell Computer Corp.

IBM last year led the 9.8 million-unit U.S. PC market with 15.2%, and Compaq carried 4.1%, Mr. Stephen estimated. But that's down from 1990 unit shares of 16.6% and 4.5%, respectively, according to International Data figures. Clone marketers continue to fragment PC sales *(see chart)*.

IBM this week is expected to decide how to enter the low-end category, either through direct-mail or sales of PCs from a different manufacturer. IBM has been considering such a move for two years; its recently established toll-free educational number has been seen as the first step in establishing low-end distribution channels.

Apple Computer is threatened less by clones than are PCs using MS-DOS-based operating systems. Its 13.6% share—up from 10.8% in 1990, according to International Data—is rising in part because of price cuts implemented on the eve of the recession.

A recent survey of *Byte* readers conducted by IntelliQuest showed 10% would never buy a top-tier brand, mostly because of price. To fight that, PC marketers will have to develop niches, some analysts say.

Companies will study electronics and appliance marketing to see how narrowly defined brand images can be shaped, said David Brodwin, director of computer industry consulting for Arthur D. Little Inc. There's room for a "reliable" PC label like Maytag is among appliances; a technology innovator like Sony; and a basic brand like Sears, Roebuck & Co.'s Kenmore.

"But you won't [any longer] see branding that's based on this vague fear that I couldn't figure out how to use this thing without a big company standing behind it," Mr. Brodwin said.

IBM set the stage for clone competition in the early '80s by building its original PCs with off-the-shelf parts from chip manufacturer Intel Corp. and software marketer Microsoft Corp. That made it easy for others to create cheaper clones. Today, the most popular desktop PCs are almost parity products, using Intel's 386SX chips or chip clones and Microsoft Corp.'s Windows and DOS software.

Second-tier brands are beefing up distribution and customer support, two traditional advantages of top-line brands.

For example, Packard Bell's distribution through consumer electronics stores last year moved it into the top five PC brands, some analysts say. Packard Bell last year spent $263,000 on measured media via Meade Ullman, Agoura Hills, Calif.

Dell, a pioneer in mail-order sales, last year began selling via computer discount superstores. Goldberg Moser O'Neill, San Francisco, handles Dell's $4 million-plus account, mostly print.

Dell, whose ads position the brand as a lower-price alternative to Compaq, in February agreed to pay Compaq an undisclosed amount to settle litigation over advertising. Dell admitted no wrongdoing.

Compaq, which sells through computer specialty stores, in December moved its account to Ammirati & Puris, New York, from Ogilvy & Mather, Houston. Compaq spent $12.7 million in measured media last year, mostly in magazines.

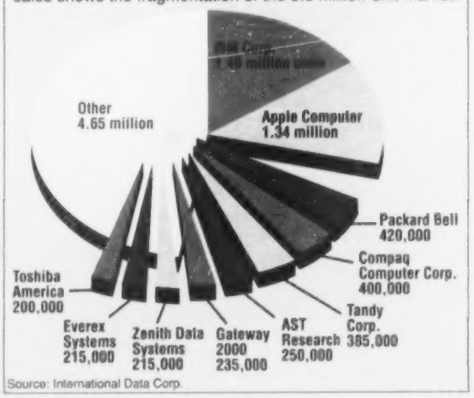
Apple has shifted funds from media advertising to direct mail and promotional programs. Last year, Apple spent $28.1 million on media, down 32% from 1990. BBDO Worldwide, Los Angeles, handles advertising; Wunderman Worldwide, San Francisco, handles direct response.

IBM has also cut advertising, with measured media spending down 36% to $49.6 million last year. Lintas:New York handles IBM's PC account. □

Alan Radding contributed to this story.

The splintered PC market

Clone PC marketers continue to nip at the heels of the high-end leaders. Market share based on 1991 U.S. unit sales shows the fragmentation of the 9.8 million-unit market.



Source: International Data Corp.

JOHN SMITHER

Cox contemplates new information services

By Leslie Bayor

Media company Cox Enterprises is exploring new information delivery systems through its New Ventures Group.

Formed in January, the division will build on Access Atlanta, Cox's on-line service for its *Atlanta Journal* and *Constitution*.

The unit also will research information delivery methods including videotex, audiotex, compact discs and facsimile transmissions. It may offer financial planning forms on floppy disc; provide by fax complete texts of speeches and documents that run in part in the newspaper; and add on-line services including electronic encyclopedias and concert and sports ticket information.

Cox may offer on-line information related to display advertisers' categories as an added value, giving advertisers more visibility among on-line users.

David Scott, 46, is general manager and the division's only employee so far; he had been Cox Newspapers group VP.

Access Atlanta, a 20-month-old consumer information service, provides information from the paper, including stock quotes and classified ads. It may take display advertising in the future. The service has 850 subscribers; basic service costs $6.95 a month, with premium services an additional 30¢ to $2 per minute.

Cox's new services will compete directly with BellSouth Corp.'s Transtext Universal Gateway, an on-line clearinghouse for about 50 information providers. □

Wildly successful.

It's a direct mail jungle out there. So if you're hunting bigger responses, let Tension's Graphic Arts Team create a compelling (and budget-conscious) design that's printed into your envelope as it's folded. It'll capture your prospects, reinforce your offer, and achieve wildly successful results.

Free. YES, I want to capture bigger responses. Send me your free Graphic Arts Idea Kit.

NAME
COMPANY
ADDRESS
CITY
STATE ZIP
PHONE
TE-478R 10 Plants Nationwide. Sorry, no foreign inquiries.

WHEN RESULTS COUNT.
TENSION ENVELOPE CORPORATION
815 E. 19th St., Kansas City, MO 64108

'Economist' tries electronic kits

Computer discs follow paper trail to agency media planners

By Scott Donaton

Electronic media kits have yet to prove themselves as a serious threat to their paper counterparts. But *The Economist* is betting computer kits will play a role in agency media departments.

The weekly this month began distributing computer disc media kits to agency media planners under a two-year contract with New York-based Mediapoint, marketer of the kit.

The disc can be used on both DOS and Macintosh operating systems, and provides information on *The Economist's* editorial calendar, ad rates, circulation, closing dates and sales contacts.

"We believe this is coming at the right time," said Willy Morgan, VP-director of advertising for the magazine, published by The Economist Newspaper Group.

Electronic media kits aren't new but have yet to gain widespread acceptance from publishers or ad agencies. Creative Media Group, Morristown, N.J., has been marketing a similar electronic media kit for several years but has only one client, *Advertising Age*.

Rodale Press scrapped plans to produce electronic kits last year because agencies are reluctant to use the discs—in part because few publishers offer them.

Mediapoint President Paul Benjou said the company is talking with several publishers and expects to announce new contracts soon. He said agencies will accept electronic kits if they're easy to use.

"We've attempted to set an industry standard," he said. "Planners won't [have to] learn and relearn instructions for each individual publication."

Frank Smith, VP-group director of print services for Young & Rubicam, New York, said, "Anything anybody does to . . . expedite our access to information is great."

Electronic media kits will supplement rather than replace paper kits, said Mr. Morgan. *The Economist* expects to distribute as many as 1,000 discs in the next year.

The kits should save money for *The Economist*, which spends an estimated $100,000 a year on paper kits. Mediapoint's discs are about 30% cheaper to produce, and discs not distributed one year can be updated the next. □

Betsy Spethmann edits Technology News.

Network study tracks out-of-home viewing

Nielsen plans diary survey of elusive audience

By Joe Mandese

An upcoming study may bring home new facts about out-of-home viewing.

The Big 3 TV networks have launched a research initiative with Nielsen Media Research to record out-of-home TV viewing, a portion of network viewing that currently goes unmeasured.

Out-of-home viewing includes viewership in bars, restaurants, on college campuses and in the workplace.

The study, dubbed "Total Television Viewing Report: ABC, CBS & NBC," is underwritten by the Network Television Association, which estimates as many as 20 million viewers a week watch TV out of their homes.

Out-of-home viewers tend to be younger, more upscale and some of the most difficult viewers to reach, including business travelers, working women and college students living on campus.

Out-of-home viewing "can represent a significant percentage of the total viewing they do," said Steve Singer, the association's senior VP-research.

In October and November, Nielsen will ask 3,500 viewers 12 and older to record in written diaries their viewing for one week.

The data will be tabulated for every network TV show, and Nielsen will develop an index to adjust the ratings levels for a February report.

Nielsen hasn't decided whether the data will be included in its regular network reports or published separately, said John Dimling, exec VP-group director of marketing.

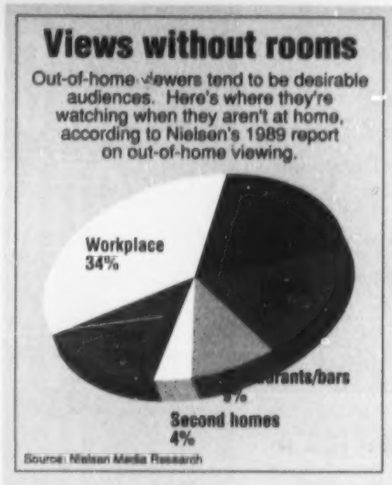
He said the study is an acknowledgment that Nielsen's current ratings system doesn't completely measure TV viewing. Nielsen hasn't conducted this type of research because "until recently, our clients weren't willing to pay us for this type of data," Mr. Dimling said.

He predicted the impact will be greater for some shows; for example, " 'Monday Night Football' will have a higher out-of-home audience than 'The Cosby Show,' " he said.

The findings are bound to cause a stir among advertisers, but association President Peter Chrisanthopoulos said, "I feel comfortable [advertisers are] going to use that data, and that's where the value is for [the networks]."

But Joseph Ostrow, exec VP-worldwide media director at Foote, Cone & Belding Communications, New York, said: "It's silly. Everyone knows there's out-of-home viewing. There always has been. It's just another way for them to try to charge us for something that we've been paying for all along."

He called the move hypocritical because when network ratings dropped after Nielsen shifted to a people meter system, the Big 3 argued that network audiences hadn't changed, only the ratings system. □


Views without rooms
Out-of-home viewers tend to be desirable audiences. Here's where they're watching when they aren't at home, according to Nielsen's 1989 report on out-of-home viewing.
Workplace 34%
Second homes 4%
Source: Nielsen Media Research

JOHN SMITHER

NEWSSTAND

Advertising opportunities in print.

The Wall Street Journal, New York, "Telecommunications," special editorial section, May 18 issue; ad close: April 27. B&w page (national edition): $110,627.04.

Boys' Life, New York, "Starship Enterprise" special ad section, July issue; ad close: May 1. B&w page: $17,510; color page: $22,840.

Bridal Guide, New York, "For your home" special ad section, September/October issue; ad close: May 1. B&w page: $11,000; color page: $13,795.

Home Mechanix, New York, "Fall home improvement" special advertising section, September issue; ad close: May 3. Color page: $26,000.

Vista, Coral Gables, Fla., "Food fiesta" special editorial section, June issue; ad close: May 7. B&w page: $23,500; color page: $29,000.

Golf Magazine, New York, "British Open" special editorial section, July issue; ad close: May 8. B&w page: $45,305; color page: $68,000.

Parade, New York, "Summer pastas" special editorial section, June 21 issue; ad close: May 14. Color page: $365,000. □

Talk With Your Customers

One On One.

Relationship marketing. It will be the key to business success in the '90's. Yet, how feasible is it to stay in touch with every one of your customers? That's where West Telemarketing Corporation steps in.

Simply put, West specializes in being the link between you and your customers. We not only help you put your product or information directly in the hands of your target market...we provide a way for each caller to communicate with a representative of your company. This builds brand loyalty and ultimately...market share.

West Telemarketing is the premier inbound service bureau in the nation. As pioneers of the industry, we have successfully handled all types of telemarketing campaigns...from highly specialized dedicated line applications to more traditional product orders, coupon and sample requests, and product recalls. We can design programs to match your specific marketing needs,and keep you in touch with your customers.

To learn how inbound telemarketing can help you talk with your customers one on one, call West for free consultation:

1-800-542-1000

WEST TELEMARKETING CORPORATION

The Most Respected Name In Telemarketing

MEDIA MIX

News briefs in print, electronic and alternative media.

Still shopping around. Home Shopping Network, St. Petersburg, Fla., and competitor QVC Network, West Chester, Pa., have ended talks that could have led to a "possible business combination." The networks said they couldn't reach a mutually acceptable agreement.

Tribune Co. scores twice. Tribune Co.'s KWGN-TV, Denver, signed a five-year deal to broadcast Colorado Rockies Major League Baseball games when the team enters the National League next year. Separately, Tribune won a legal battle when the U.S. Court of Appeals in Chicago decided rules adopted by the National Basketball Association limiting superstations to 20 games a season are an illegal restraint of trade. The NBA had sought to phase out Chicago Bulls broadcasts on Tribune's WGN-TV superstation.

Stride Rite strikes kids ads. Stride Rite Corp. has dropped advertising on Saturday morning children's programming. Instead, the shoe marketer's Stride Rite Children's Group will concentrate on sponsorship of the Public Broadcasting Service's "Long Ago & Far Away." Stride Rite began sponsoring the Sunday morning story program last fall. The division won't cut spot TV spending for campaigns targeting adults. It spent $1.3 million on spot TV last year, according to LNA/Arbitron Multi-Media Service. Of that, $400,000 was directed to kids TV. That money will now go toward the "Long Ago" sponsorship and related promotions, including merchandising and a tie-in with the American Library Association. Stride Rite's Keds and Sperry Top-Sider divisions are unaffected by the change. Grey Advertising, New York, handles all advertising for the parent.

Mainlining. Main Street TV Network, broadcasting primarily through low-power TV stations in the U.S., Canada and Mexico, added 50 affiliates for its May 21 launch, airing a 2-hour live program, "Main Street Across America." The 24-hour network began testing on 50 affiliate stations Jan. 19; its format includes 12 hours of nostalgic programs and 12 hours of first-run syndication.

One famous parent. For the first time in 65 years, *Parents* is featuring a celebrity on the cover. Kathie Lee Gifford and her son, Cody, are featured in the May issue for Mother's Day. "This will not be a trend," said Ann Murphy, publisher-editor in chief. "We will look at how the magazine sells and the editorial response before we do this again."

MEDIA WORKS

***First* sign of relief.** *First for Women*, forced to reduce its rate base three times in three years—most recently to 1.5 million—is seeing ad pages rise. The 16-times-a-year title will carry 273 ad pages for the first half of 1992, up 58.5% for the same period last year. The increase is due to the lower rate base, an increase in frequency from 14 times a year and a new sales program. Bauer Publishing Co., Englewood Cliffs, N.J., publishes *First for Women*.

Hey *U.* *U. The National College Newspaper* will publish two special issues targeted to incoming college freshmen. *Welcome to U.* and advertisers' product samples will be distributed next month to 750,000 college-bound high school seniors. *Back to U.* will be published in August with a distribution of 1.425 million copies. *U.* is distributed monthly during the school year as an insert to 400 college papers. Ad costs for the special issues range from $38,800 for a color page in one issue to $126,000 for a color page and samples in both. □

Joe Mandese coordinates MediaWorks.

CONSUMER MAGAZINE AD LINAGE

	March 1992	March 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	142.5	109.0	360.3	306.6
Automobile Magazine C.	57.6	57.0	166.5	168.8
Car & Driver C.	93.5	95.8	242.2	272.3
Car Collector & Car Classics	26.0	23.0	85.0	62.0
Car Craft	57.6	61.3	126.5	145.1
Circle Track	85.5	83.8	263.0	255.3
Cycle World	57.7	52.3	150.4	115.5
Dirt Rider	44.8	45.5	120.2	105.4
Dune Buggies & Hot VWs	76.2	64.4	235.6	202.3
Easyriders	40.7	38.7	116.5	111.8
Family Motor Coaching	193.5	180.6	538.1	501.3
Four Wheeler C.	81.6	80.4	193.1	216.3
Hot Rod C.	55.3	73.0	130.5	159.1
Motorcyclist	49.4	53.2	106.5	105.9
Motor Trend C.	70.0	81.8	170.5	205.6
Motorhome	71.4	81.7	200.5	240.0
Petersen's 4 Wheel	77.4	57.3	170.9	170.1
Rider	41.9	40.7	97.1	94.9
Road & Track C.	81.0	84.9	205.8	241.6
Trailer Life	73.0	79.2	197.5	235.7
Total Group	**1,476.5**	**1,443.7**	**3,876.7**	**3,915.6**
% change		**2.3%**		**-1.0%**
■ Boating & yachting				
Boating	122.5	98.7	397.1	308.4
Chesapeake Bay	26.3	31.2	74.3	78.7
Cruising World	91.4	108.3	235.2	295.1
Lakeland Boating (11X)	78.6	71.2	190.6	195.5
Motor Boating & Sailing	109.1	92.7	313.5	275.9
Sail	104.7	104.0	316.5	302.4
Sailing World	38.5	58.0	99.3	141.5
Trailer Boats (11X)	63.9	60.3	179.1	176.9
Yachting C.	127.0	114.3	397.1	365.4
Total Group	**762.0**	**736.8**	**2,202.7**	**2,139.8**
% change		**3.4%**		**2.9%**
■ Civic/fraternal				
Elk (10X)	18.5	16.6	53.7	49.1
Kiwanis (10X)	17.6	15.2	53.7	51.3
Lion (10X)	6.7	11.2	12.4	17.0
Rotarian	16.9	18.5	50.6	55.2
V.F.W. (11X)	26.3	28.1	73.6	83.1
Total Group	**86.0**	**89.8**	**244.0**	**255.7**
% change		**-4.0%**		**-4.6%**
■ General				
American Health (10X) C.	76.0	30.4	117.9	61.7
American Heritage (8X) C.	—	—	37.0	55.7
American Legion	27.6	26.8	110.0	108.8
Archaeology (6X)	23.6	28.1	53.9	65.4
Art & Antiques (10X) C.	56.3	107.0	127.3	191.3
ARTnews (10X)	69.8	83.5	204.0	260.3
The Atlantic C.	54.4	63.8	157.0	149.7
Bon Appetit C.	63.3	84.2	194.9	225.0
Buena Salud	11.8	25.8	55.1	73.0
Cable Guide & TV Time C.	30.0	21.9	73.9	78.5
Caribbean Travel & Life (7X)	59.3	50.3	112.7	102.0
Conde Nast Traveler C.	92.9	102.6	233.9	222.9
Connoisseur C.	—	42.9	52.8	102.2
Consumers Digest (6X) C.	35.8	21.2	57.7	47.9
Cooking Light (7X) C.	68.9	68.3	117.8	125.2
Country America (10X) C.	39.6	30.5	114.3	100.5
Departures N. America (6X)	—	—	41.3	79.8
Ebony C.	65.9	63.6	234.8	251.4
Endless Vacation (8X) C.	32.3	23.6	82.9	62.1
European Travel & Life (10X) C.	26.0	40.8	83.3	130.8
Food & Wine C.	54.6	60.9	128.3	133.6
Golden Years (6X)	30.2	31.6	68.4	64.1
Gourmet C.	101.0	86.5	219.9	244.2
Harper's Magazine C.	30.6	34.2	87.9	91.0
Islands (6X) C.	75.7	67.4	149.2	145.4
Kiplingers Personal Finance C.	61.4	51.0	165.1	145.8
Lat'a Live	35.0	49.0	115.0	137.0
Life C.	32.4	38.3	110.8	118.9
Longevity C.	50.7	42.5	136.2	125.0
Mature Outlook (6X) C.	43.5	48.4	84.9	84.3
Modern Maturity (6X) C.	—	—	37.3	37.1
Money C.	89.3	91.9	267.3	280.1
National Geographic C.	20.0	20.3	55.2	60.6
National Geographic Traveler (6X) C.	66.4	65.8	107.8	98.3
Natural History C.	30.9	47.4	86.4	103.0
New Choices (10X) C.	30.6	29.8	60.7	77.9
Prevention C.	41.3	41.9	125.5	121.5
Reader's Digest C.	67.1	79.8	192.2	209.6
Sat. Evening Post (9X) C.	39.3	34.0	70.9	72.9
Smithsonian C.	53.8	67.8	174.2	207.8
Town & Country C.	59.1	81.0	140.0	204.5
Travel-Holiday (10X) C.	71.6	59.1	129.1	123.0
Travel & Leisure C.	113.2	129.1	251.0	324.1
Travelhost	131.8	135.1	357.0	357.5
US Magazine C.	28.8	29.4	76.2	87.4
Utne Reader (6X)	59.8	56.7	117.0	93.8
Vanity Fair C.	145.8	122.3	269.7	235.7
The Walking Mag. (6X) C.	—	—	23.5	28.8
Yankee C.	53.7	57.8	161.6	166.4
Total Group	**2,451.1**	**2,574.2**	**6,250.7**	**6,673.2**
% change		**-4.8%**		**-6.3%**
■ Home				
Architectural Digest C.	90.9	89.4	275.5	281.6
Better Homes & Gardens C.	110.6	129.5	278.7	295.2
Colonial Homes (6X) C.	—	—	40.6	34.1
Columbus Monthly-Homes (4X)	—	—	15.3	20.6
Country Home (6X) C.	—	—	43.1	40.1
Country Life (6X)	39.4	48.9	72.8	109.8
Country Living C.	82.6	89.5	216.5	222.9
Decorating Remodeling (8X) C.	—	44.4	45.3	44.4
Family Handyman (10X) C.	40.3	41.3	106.6	124.1
Flower & Garden (6X)	47.4	39.9	78.5	59.7
HG C.	92.8	88.5	153.6	193.2
Home C.	42.1	64.6	123.0	144.1
Home Mechanix (10X) C.	30.8	32.3	62.1	66.7
Horticulture (10X)	49.5	53.7	136.7	128.6
House Beautiful C.	83.3	86.4	162.1	159.1
Metropolis (10X)	48.7	50.4	97.6	109.8
Metropolitan Home C.	51.0	65.4	167.4	171.9
Midwest Living (6X) C.	—	—	58.9	50.6
Organic Gardening (9X) C.	56.2	60.1	138.8	154.0
Phoenix Home/Garden	57.8	59.2	174.7	161.6
San Diego Home/Gardun	43.7	56.0	146.4	171.0
Southern Accents (10X) C.	52.5	47.6	91.7	88.9
Southern Living C.	124.0	109.2	280.4	270.4
Sunset Magazine C.	106.5	149.6	285.7	326.3
Traditional Home (6X) C.	37.8	—	62.5	18.3
Workbench (6X)	43.6	44.7	83.8	93.3
Total Group	**1,341.2**	**1,430.4**	**3,398.2**	**3,540.1**
% change		**-6.2%**		**-4.0%**
■ In-flight & other passenger				
Aboard Group (6X)	64.0	32.7	95.2	73.4
Alaska Airlines	43.7	50.8	135.3	155.7
America West Airlines	51.0	76.3	158.8	209.7
American Way (24X) C.	123.0	115.0	386.7	350.1
Delta Sky C.	69.1	68.8	203.8	193.0
Northwest World Traveler C.	50.7	41.3	167.6	122.2
Spirit of Aloha	42.2	40.4	131.8	111.6
TWA Ambassador A.	39.7	36.5	109.5	104.4
United Vis 'A Vis	71.4	85.6	184.0	209.2
US Air Magazine	70.5	69.0	206.6	196.4
Total Group	**625.3**	**616.4**	**1,779.3**	**1,725.7**
% change		**1.4%**		**3.1%**
■ Men's				
Details	50.2	29.3	92.9	63.0
Esquire C.	75.2	89.0	188.6	193.2
Firehouse Magazine	35.2	44.8	107.1	114.6
Gentlemen's Quarterly C.	148.5	183.4	272.3	355.9
M Magazine C.	61.9	47.0	151.7	152.5
Men's Fitness	38.1	30.8	111.8	98.6
Men's Health (6X)	22.5	29.5	41.8	48.7
Muscle & Fitness C.	124.2	124.3	354.2	353.7
Penthouse C.	56.8	49.5	180.8	177.8
Playboy C.	47.7	52.2	135.9	172.8
Popular Mechanics C.	39.9	91.5	134.3	157.3
Total Group	**699.9**	**741.3**	**1,771.4**	**1,868.2**
% change		**-5.6%**		**-6.2%**
■ Metropolitan				
Aloha (6X)	30.0	35.8	63.8	73.0
Annapolitan (10X) A.	35.3	41.5	64.8	136.2
Atlanta	60.8	73.2	156.3	184.2
Baltimore	34.2	41.0	93.5	118.7
Boston	70.2	79.1	193.2	216.9
Chicago	53.8	85.8	166.5	195.0
Chicago's North Shore	92.1	83.0	212.2	218.8
Cincinnati	26.5	28.6	86.1	93.6
Cleveland	55.8	51.4	150.8	90.7
Columbus Monthly	27.4	34.2	96.7	113.6
Connecticut	49.8	51.9	167.0	163.1
D/Magazine	48.3	48.4	117.7	133.6
Detroit Monthly	52.3	29.2	152.0	122.8
Diablo	49.3	59.3	145.9	155.8
Grand Rapids	18.3	19.0	45.3	67.6
Honolulu	35.8	46.4	103.6	127.1
Houston Metropolitan Magazine	56.5	54.7	176.7	166.5
L.A. Style	54.0	77.0	117.7	189.6
Los Angeles	77.6	87.2	222.7	248.8
Louisiana Life (6X)	—	—	20.7	22.6
Louisville	27.3	25.0	86.0	92.8
Madison	36.0	27.0	104.0	91.0
Memphis	33.0	43.4	95.2	128.4
Mid Atlantic Country	54.2	45.1	130.3	127.0
Milwaukee	39.3	60.2	109.0	153.8
Minneapolis/St. Paul	91.3	97.7	266.9	250.0
Minnesota Monthly Mag.	39.3	41.8	160.8	129.2
New Jersey Monthly	45.4	45.7	140.7	129.7
New Mexico	23.7	21.0	144.5	143.5
Ohio	47.0	51.4	105.9	119.0
Orlando	58.3	96.8	167.1	269.0
Pacific Northwest (9X) A.	45.9	33.6	93.7	80.0
Palm Springs Life	152.3	160.0	461.8	457.0
Philadelphia	78.8	92.9	235.6	291.3
Phoenix	30.6	26.4	104.8	85.5
Pittsburgh	55.8	67.2	168.0	183.4
Rhode Island Monthly	26.6	31.2	93.1	119.5
Sacramento Magazine	39.3	41.8	126.7	153.7
San Diego	76.0	96.2	217.0	263.9
San Francisco Focus C.	75.0	65.7	186.0	185.1
Sarasota (10X)	98.0	101.0	229.9	244.7
South Florida Magazine	51.5	48.6	164.0	164.2
St. Louis	25.5	33.0	81.5	104.0
Texas Monthly C.	118.2	108.4	287.3	297.9
The Washingtonian	71.9	100.6	220.6	279.3
Total Group	**2,371.8**	**2,588.2**	**6,733.4**	**7,381.1**
% change		**-8.4%**		**-8.8%**
■ Music/entertainment				
Audio	62.3	68.2	209.2	225.5
Dance Magazine	58.6	59.5	192.5	196.5
Entertainment Weekly (52X) C.	76.7	81.8	178.0	185.5
Playbill	39.3	34.4	106.2	108.3
Premiere C.	44.3	55.0	127.1	155.0
Rolling Stone (25X) C.	128.5	123.9	285.4	299.1
Spin C.	43.4	37.1	114.1	104.8
Video Magazine	67.0	62.8	223.0	202.9
Total Group	**820.2**	**522.7**	**1,435.5**	**1,477.8**
% change		**-0.5%**		**-2.8%**
■ Outdoor & sport				
Alaska	45.0	55.6	122.2	141.1
The American Handgunner (6X)	68.0	51.0	132.0	103.0
American Hunter	17.7	15.9	40.5	47.5
American Rifleman	19.7	19.4	50.1	58.8
Audubon (6X) C.	41.1	56.7	73.1	89.7
Backpacker (8X) C.	—	—	22.6	22.1
B.A.S.S. Times	25.2	16.3	51.2	50.3
Bassmaster (10X) C.	78.2	100.3	199.9	258.4
Bicycling (10X) C.	116.8	130.9	178.0	202.8
Ducks Unlimited (6X)	22.0	35.5	47.0	54.9
Field & Stream C.	60.5	81.9	170.4	194.5
Fishing World (6X)	39.9	40.8	78.4	71.2
Flex	91.5	72.7	274.5	211.2
Florida Sportsman	126.4	131.0	356.4	365.6
Golf Digest C.	124.8	96.0	339.3	282.7
Golf Magazine C.	99.7	111.5	342.3	367.6
Guns	38.0	35.0	126.0	108.0
Guns & Ammo	42.2	37.3	111.9	101.3
In-Fisherman (7X)	79.5	72.5	207.5	187.0
Outdoor Life C.	65.6	75.9	162.1	184.3
Outside Magazine C.	77.1	76.6	198.3	167.8
Petersen's Hunting	31.8	36.0	99.4	103.8
Runner's World C.	46.5	43.1	137.9	143.9
Salt Water Sportsman C.	91.1	95.1	291.1	302.7
Shooting Times	35.1	27.7	100.9	78.6
Sierra (6X) C.	46.6	40.2	81.0	85.2
Ski (8X) C.	47.3	49.6	241.6	248.7
Skiing (7X) C.	56.9	58.5	268.0	229.6
Skin Diver C.	94.9	116.2	299.7	344.0
Southern Outdoors (9X)	58.8	35.4	152.4	127.8
Southern/Western Links (6X)	65.4	44.9	116.6	72.8
Sport Magazine C.	35.3	49.0	74.0	104.4
Sports Afield C.	62.3	67.8	178.1	192.7
Surfing	42.5	43.3	132.8	162.8
Tennis C.	69.6	64.6	149.8	152.4
Volleyball A.	25.2	25.2	61.6	52.9
Waterski (10X)	65.1	51.1	177.1	166.8
Western Outdoors (9X)	29.5	30.6	75.8	74.3
Wind Surfing (8X)	79.0	51.7	79.0	51.7
Total Group	**2,261.7**	**2,252.8**	**6,010.3**	**5,967.0**
% change		**0.4%**		**0.7%**
■ Photography				
American Photo (6X) C.	38.8	44.2	87.7	86.1
Outdoor Photographer (10X)	26.4	32.8	56.3	61.2
Petersen's Photographic	50.4	27.7	145.7	76.9
Popular Photography C.	101.6	99.9	309.9	315.8
Shutterbug	176.0	170.0	520.0	503.0
Total Group	**393.2**	**374.6**	**1,119.6**	**1,043.0**
% change		**5.0%**		**7.3%**
■ Science/electronic/mech				
Compute C.	—	62.2	153.3	215.3
Discover A. C.	32.7	28.3	65.7	93.8
Home Office Computing C.	41.7	41.0	125.4	121.2
Omni C.	56.6	54.7	182.3	177.3
Popular Science C.	53.1	55.0	155.4	148.1
Scientific American C.	34.1	37.6	126.3	139.1
Spectrum C.	40.9	42.3	120.4	139.1
Total Group	**259.2**	**321.3**	**928.8**	**1,033.8**
% change		**-19.3%**		**-10.2%**
■ Woman/fashion/service				
Allure C.	56.3	71.7	107.0	71.7
Bride's Magazine (6X) C.	—	—	843.0	807.8
Child (10X) C.	69.6	66.2	128.4	113.3
Cosmopolitan C.	143.0	182.1	386.6	442.3
Elegant Bride (6X)	—	—	333.1	238.9
Elle C.	183.9	216.8	423.7	394.9
Essence C.	64.2	61.8	169.3	164.6
Family Circle (17X) C.	123.1	116.3	357.2	347.5
Glamour C.	156.3	182.4	285.5	361.3
Good Housekeeping C.	153.3	138.4	371.9	380.5
Harper's Bazaar C.	120.8	141.4	236.4	278.7
Imagen	81.6	83.6	131.4	203.8
Ladies' Home Journal C.	119.3	142.1	305.5	358.6
Lear's C.	53.8	52.7	112.7	118.1
Mademoiselle C.	104.9	121.6	208.6	260.0
McCall's C.	89.0	96.3	246.3	254.2
Military Lifestyle A.	47.0	57.2	122.1	106.9
Mirabella C.	99.7	100.6	193.2	228.7
Modern Bride (6X) C.	—	—	653.3	627.3
New Woman C.	56.7	80.0	146.7	189.7
Parenting C.	107.6	86.2	186.6	162.6
Parents Magazine C.	115.4	125.4	290.3	323.4
Redbook C.	105.3	113.8	249.0	258.5
Sassy C.	46.2	40.7	111.7	93.1
Self C.	81.8	94.7	184.8	199.6
Seventeen C.	128.5	127.6	206.4	235.4
Shape C.	71.2	54.5	184.5	151.2
Soap Opera Digest (26X) C.	52.6	30.5	113.7	94.0
Teen Magazine	65.2	65.1	121.9	117.6
True Story C.	42.3	45.0	123.6	118.9
Victoria C.	34.7	51.9	107.0	122.4
Vogue C.	286.4	335.7	526.2	653.6
W Magazine (26X) C.	183.6	128.8	332.7	306.2
Weddings West (4X) A.	—	—	288.0	42.3
Weight Watchers C.	28.4	38.8	90.5	108.0
Woman's Day (15X) C.	102.5	64.0	282.6	203.0
Workbasket (9X)	45.5	37.1	73.3	55.2
Working Mother C.	43.2	58.5	130.6	164.0
Working Woman C.	71.4	84.9	163.8	213.9
YM-Young & Modern (10X)	59.7	51.3	90.5	89.8
Total Group	**3,393.8**	**3,545.6**	**9,519.3**	**9,661.7**
% change		**-4.3%**		**-1.5%**
■ Youth				
Boys' Life C.	15.3	17.6	46.7	45.4
Campus Life (10X)	90.5	75.0	174.7	165.7
Total Group	**105.8**	**92.6**	**221.3**	**211.0**
% change		**14.2%**		**4.9%**
■ Business/national				
Barron's	159.3	135.5	389.7	353.4
Black Enterprise C.	43.7	55.7	238.3	215.7
Business Week (52X) C.	277.8	206.8	727.5	600.8
Economist (52X) C.	240.5	229.2	671.8	540.9
Entrepreneur C.	155.6	151.8	552.6	535.6
Entrepreneurial Woman (7X) C.	41.0	42.7	75.3	85.0
Financial World (26X) C.	129.1	47.8	305.4	124.6
Forbes (26X) C.	294.0	194.3	685.1	565.6
Fortune (26X) C.	180.0	153.2	451.7	408.7
Frequent Flyer	27.3	33.3	80.5	109.2
Futures	41.1	43.3	108.8	110.2
Harvard Bus. Review (6X) C.	39.4	59.8	81.7	102.7
Inc. Magazine C.	69.4	62.2	230.4	197.3
Income Opportunities	98.3	142.7	182.1	238.8
Industry Week (23X)	59.2	71.3	171.3	192.2
Nation's Business C.	30.2	23.0	72.6	79.3
Success C.	36.8	36.5	72.1	111.8
Total Group	**1,922.7**	**1,889.0**	**5,097.0**	**4,571.7**
% change		**13.6%**		**11.5%**
■ Business/regional				
Business Atlanta	32.6	21.6	85.7	72.0
Bus. First-Columbus (52X)	120.4	103.8	290.3	255.6
Bus. Jrnl -Milwaukee (52X)	114.8	128.2	321.8	328.7
Bus. Jrnl.-Sacramento (52X)	85.7	72.5	207.7	206.6
Bus. North Carolina	25.5	26.7	71.3	82.7
Capital Dist. Business Review (52X)	85.8	66.4	210.5	185.2
Caribbean Business	73.5	69.6	226.5	252.6
Corporate Rpt. Minnesota	42.1	51.1	123.4	133.1
Crain's Chicago Bus. (52X)	118.2	91.9	275.3	238.7
Crain's Cleveland Bus. (52X)	71.9	38.8	160.8	144.9
Crain's Detroit Bus. (52X)	76.8	63.3	189.5	183.5
Crain's New York Bus. (52X)	67.0	45.0	181.0	137.0
Florida Trend (12X)	38.4	26.6	84.2	87.8
Georgia Trend	25.2	42.0	86.0	99.3
Grand Rapids Bus. Jrnl.	57.2	57.2	149.4	143.9
Hawaii Business	60.3	69.2	140.8	139.7
Houston Bus. Jrnl. (52X)	203.9	109.7	415.0	282.0
Indianapolis Bus. Jrnl. (52X)	148.1	119.0	326.7	308.2
Nashville Business & Lifestyle	9.0	20.3	35.6	59.7
New Orleans City Bus.	83.9	46.8	158.9	135.2
Pacific Bus. News (52X)	122.7	99.7	312.3	275.6
Philadelphia Bus. Jrnl (52X)	122.6	78.2	294.3	218.2
Providence Business News	69.2	67.9	167.6	173.5
St. Louis Bus. Jrnl. (52X)	136.0	120.8	296.7	327.2
Warfield's Business Recvs-Maryland (52X) B.	48.3	—	93.7	—
Total Group	**1,970.6**	**1,636.3**	**4,811.3**	**4,470.9**
% change		**20.4%**		**7.6%**
■ National Sunday mags				
Parade (52X) C.	62.3	75.7	215.1	196.5
USA Weekend (52X) C.	61.9	63.3	187.9	150.3
Vista Magazine (12X)	12.8	23.9	40.6	42.1
Total Group	**136.9**	**162.9**	**443.6**	**388.9**
% change		**-16.0%**		**14.0%**
■ Newspaper Sunday magazine				
Boston Globe	187.6	164.6	362.6	364.6
Chicago Tribune	101.9	105.0	357.8	218.6
Cleveland Plain Dealer	60.5	43.0	107.3	91.4
The Dallas Morning News	61.6	71.1	129.9	129.6
Detroit Free Press	28.0	36.0	63.0	90.0
L.A. Times C.	143.2	29.7	291.3	105.5
New York Times Mag. C.	349.3	326.8	676.3	679.7
Philadelphia Inquirer	81.0	77.0	199.8	178.4
Seattle Times	77.0	83.0	164.0	168.0
St. Louis Post Dispatch	73.3	81.7	197.2	207.2
Toledo Blade Magazine	13.3	51.9	49.3	94.8
Washington Post	89.4	105.6	201.3	235.2
Total Group	**1,266.0**	**1,175.3**	**2,799.8**	**2,563.0**
% change		**7.7%**		**9.2%**
■ Weeklies/bi-weeklies				
The Advocate (26X)	146.3	150.2	411.7	514.5
Army Times Military Group:				
Air Force Times (52X)	154.4	129.5	374.6	367.9
Army Times (52X)	148.9	130.2	366.8	364.4
Navy Times (52X)	165.2	140.3	398.2	395.1
Capper's (26X)	54.6	28.0	112.6	95.5
Commonweal (22X)	10.7	13.1	23.9	26.1
Golf World (41X) C.	168.0	151.4	478.0	428.1
Grit (52X)	45.3	41.0	101.5	120.0
Jet (52X) C.	96.5	79.0	247.0	236.0
National Journal (50X) C.	34.0	56.0	112.0	120.0
National Review (25X)	33.2	27.3	118.8	97.0
New Republic (48X)	51.1	40.6	120.5	113.1
New York Mag. (50X) C.	214.3	173.5	491.8	434.3
New Yorker C.	177.2	126.4	377.6	317.9
Newsweek (52X) C.	173.9	134.1	437.0	369.0
People (51X) C.	245.5	255.7	597.5	663.1
Sporting News (52X) C.	42.4	39.1	110.5	89.1
Sports Illustrated (52X) C.	242.1	155.1	512.7	457.6
Time (52X) C.	184.1	162.8	443.6	441.6
TV Guide (52X) C.	139.1	207.7	634.4	653.5
U.S. News & World Report (50X) C.	177.2	141.3	390.6	327.3
Total Group	**2,703.8**	**2,362.3**	**6,861.2**	**6,630.9**
% change		**13.5%**		**3.5%**

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

Chicle shows gumption after a distasteful '91

Dentyne to benefit from line extension, more ad $

By Judann Dagnoli and Julie Liesse

Warner-Lambert Co.'s American Chicle Group was the loser in last year's $1.3 billion chewing gum derby, but the company's bubble hasn't burst yet.

Hurt by too few line extensions and a slowdown in ad spending, particularly behind Dentyne, the No. 2 gum marketer's dollar sales dropped 1% to $310.7 million while unit sales plunged 7% to 59.8 million, Nielsen Marketing Research reported.

Leader Wm. Wrigley Jr. Co. and No. 3 Planters LifeSavers Co. both posted healthy gains.

But Chicle executives have plans to turn things around.

"Our spending has not been what I'd personally like to see, but that's changing," said Joe McDonough, Dentyne senior product manager. "I can guarantee our commitment to Dentyne in 1992 will turn it around."

Chicle spent just $5.6 million in measured media for Dentyne in the first nine months of 1991, compared with $15.7 million for Trident, according to LNA/Arbitron Multi-Media Service. Young & Rubicam, New York, handles Dentyne, and J. Walter Thompson USA has Trident.

Dentyne's dollar volume slipped 1% to $67.6 million, according to Nielsen, while unit volume dropped 6% to 16.1 million.

Chicle's rebuilding plan includes new-product rollouts. That started with the Dentyne line extension Cinn*A*Burst introduced nationally late last year.

The product is designed to appeal to teens, Mr. McDonough said, and is supported by a network TV and radio campaign, themed "May not be suitable for adults."

Separately, regular Dentyne is targeting its 18-to-34-year-old consumer franchise with a TV campaign that shows a man saving an empty park bench for a young woman.

The company wouldn't be specific about other new-product plans. But Chicle last year tested a new brand called Cristal in Houston. The sugarless gum is designed not to stick to dentures and is competitive with Wrigley's test of a sugarless Freedent.

Planters LifeSavers, which increased its 1991 dollar sales 6% to $228.1 million and unit volume 2% to 42.1 million, has been helped by the popular "How long does the flavor last?" campaign from FCB/Leber Katz Partners for CareFree sugarless gum.

The campaign, credited with boosting 1991 brand dollar sales 3% to $134.8 million, will be continued in new executions this spring, said Cheryl Bachelder, VP-general manager. Brand spending for last year is estimated at $15 million.

Planters spent another $3.5 million in measured media in the first nine months of 1991 to support Bubble Yum, via Long, Haymes & Carr, Winston-Salem, N.C.

For the first time in more than a decade, Planters also spent against its Fruit Stripe gum with a $2 million TV campaign, also from Long. The spots revived the product's colorful zebra mascot, Yikes Stripes, after a 21-year absence, Ms. Bachelder said.

Market leader Wrigley also posted good gains in 1991, seeing dollar sales increase 4% to $553.7 million and units rise 1% to 121.1 million, according to Nielsen.

Wrigley's 25¢, five-stick packs and 10-unit multipacks, available on all sugared brands, were a major force behind Doublemint's 2% volume increase to 24.3 million units in 1991, said Ron Cox, Wrigley group VP-marketing.

"The 25¢ packs have offered consumers great value; that better value and continuing strong ad support have helped build volumes on our established sugared brands," he said.

Doublemint spending remained strong at more than $20 million in 1991 when the brand introduced a new campaign from Wrigley agency BBDO, Chicago. Spending behind Wrigley spearmint gum rose 38% to $17 million during the first nine months of 1991. All that was channeled into a smokers' alternative campaign.

But growth for Extra, Wrigley's largest brand in dollar sales, slowed last year. Mr. Cox blamed the softness on the lack of a hot new flavor.

In the late 1980s and in 1990, Extra had grown with the help of flavor extensions like Winterfresh and cinnamon. Most of Wrigley's $15 million to $20 million budget for Extra is supporting Classic Bubblegum flavor, rolled out last fall. □

Top chewing gum marketers

. . . and their best-selling brand. Sales figures are in millions.

	1991 vol.	% chg	1991 sales	% chg
Wm. Wrigley Jr. Co.	**121.1**	**1.3**	**$553.7**	**4.3**
Extra	35.7	0.5	$187.8	5.8
Warner-Lambert Co.'s American Chicle Group	**59.8**	**−6.6**	**$310.7**	**−0.8**
Trident	31.4	−2.9	$143.3	3.4
Planters LifeSavers Co.	**42.1**	**1.8**	**$228.1**	**5.7**
CareFree	27.0	−1.4	$134.8	3.2

Percent change compares 1991 with 1990. Source: Nielsen Marketing Research

"Most of the people who use alcohol, heroin, cocaine, or any other recreational drug never develop the life-warping, bottomless craving known as addiction."

HOOKED

JUICY, BOLD, CU

"The problem is that you might have the best-looking donor around, he's got a great sperm count, they're really kicking, he freezes well – but it turns out he's shooting blanks. The sperm does not get women pregnant."

SPERM, INC.